
**EXPERT REPORT OF HAL PORET IN MATTER OF
NAIL ALLIANCE, LLC V. POLY-GEL, LLC**

**SURVEYS TO ASSESS WHETHER PURCHASERS OF PROFESSIONAL
NAIL TREATMENT PRODUCTS ARE LIKELY TO CONFUSE
GELISH POLYGEL NAIL TREATMENT PRODUCTS
WITH COUNTERCLAIM-PLAINTIFF'S POLYGEL MARK OR
COUNTER-PLAINTIFF'S PRODUCTS**

PREPARED BY:
Hal Poret
President, Hal Poret LLC
142 Hunter Ave
Sleepy Hollow, NY 10591

October 2018

TABLE OF CONTENTS

	<u>Page #</u>
BACKGROUND AND PURPOSE -----	3
STUDY AUTHORSHIP AND QUALIFICATIONS -----	6
STUDY DESIGN -----	7
SUMMARY OF FINDINGS -----	14
METHODOLOGY -----	15
THE RELEVANT UNIVERSE OF INTEREST -----	15
SAMPLING PLAN -----	19
DATA PROCESSING -----	22
INTERVIEWING PROCEDURES -----	22
DOUBLE-BLIND INTERVIEWING -----	23
INTERVIEWING PERIOD -----	23
QUALITY CONTROL -----	23
DETAILED FINDINGS -----	26
THE FOLLOWING APPENDICES ARE PROVIDED SEPARATELY:	
APPENDIX A: CURRICULUM VITAE OF STUDY'S AUTHOR	
APPENDIX B: QUESTIONNAIRE	
APPENDIX C: SCREENSHOTS OF SURVEY	
APPENDIX D: SURVEY DATA FILE	
APPENDIX E: IMAGE SHOWN IN SURVEY	

BACKGROUND AND PURPOSE

Counterclaim Plaintiff (Counter-Plaintiff) alleges that it has used and continues to use the names or marks (terms I use interchangeably herein for convenience) Poly-Gel and PolyGel in connection with Counter-Plaintiff's products. According to Counter-Plaintiff's website, Counter-Plaintiff has six product lines/brands, each of which are marketed to healthcare professionals (or to the art and education markets) and are described as follows:

- NATRAGEL – skincare products for skincare professionals such as dermatologists and plastic surgeons
- THERMOACTIVE – a medical line of reimbursable brace technology (braces)
- FLEXIKOLD – a cold therapy gel pack
- NATRACURE – products for injury recovery and chronic pain
- GELSMART – gel-based foot and skincare products marketed to healthcare professionals
- GELPRESS – a gel printing technology for the art and education market

Counterclaim Defendants (Counter-Defendants) are nail products companies which promote a variety of professional nail products and related products sold to nail professionals – namely nail salons and nail technicians. Counter-Defendants use the term POLYGEL in connection with its GELISH brand line of professional nail treatment products. Examples of the relevant GELISH products are shown here:



Counter-Plaintiff has alleged that Counter-Defendants' use of the term POLYGEL in connection with the GELISH line of professional nail treatment products creates a likelihood of confusion with respect to Counter-Plaintiff's POLYGEL marks.

Counsel for Counter-Defendants retained me to design and conduct a survey to assess the extent to which, if at all, prospective purchasers of Counter-Defendants' professional nail treatment products that use the term POLYGEL are likely to confuse such products with Counter-Plaintiff's POLYGEL mark, including to assess whether nailcare professionals are even aware of Counter-Plaintiff's mark or products (since Counter-Defendants' prospective customers could not confuse Counter-Defendants' products with Counter-Plaintiff if they are not even aware of Counter-Plaintiff's mark or products). This report details the design, methodology, execution and results of the

survey I conducted. As discussed in more detail below, the survey showed a 0% confusion rate and a 0% rate of awareness of Counter-Plaintiff's POLYGEL mark among nailcare professionals. Accordingly, the survey demonstrates that nailcare professionals are not likely to be confused by Counter-Defendants' GELISH products that use the term POLYGEL, as such nailcare professionals do not associate the term POLYGEL with Counter-Plaintiff or any of Counter-Plaintiff's products and would not make any mistaken mental connection to Counter-Plaintiff's use of the mark POLYGEL.

In the course of designing my surveys and preparing this report, I reviewed the following materials: (1) First Amended Complaint; (2) proposed Second Amended Complaint and Exhibits; (3) Answer to First Amended Complaint, Affirmative Defenses and Counterclaim; (4) Polygel.com website; (5) Gelish.com website; (6) natracure.com website; (7) natragel.com website; (8) thermoactive.com website; (9) gelmart.com website; and (10) gelpress.com website. I also conducted numerous online searches for professional nail treatment products generally and Counter-Defendants' Gelish products specifically and examined the results.

The fee charged for the survey and this report is \$50,000. Any additional work in connection with this matter is being charged at my standard rate of \$675 per hour. Payment is not contingent upon the nature of my opinions or the outcome of any proceeding.

STUDY AUTHORSHIP AND QUALIFICATIONS

This study was designed, supervised, and implemented by Hal L. Poret, President at Hal Poret, LLC.

I have personally designed, supervised, and implemented over 1,000 surveys regarding the perceptions and opinions of consumers. Over 300 have involved consumer perception with respect to trademarks, and over 500 have been conducted online. I have personally designed numerous studies that have been admitted as evidence in legal proceedings and I have been accepted as an expert in survey research on numerous occasions by U.S. District Courts, the Trademark Trial and Appeal Board, and the National Advertising Division of the Council of Better Business Bureaus (NAD).

I am a member of the American Association of Public Opinion Research, publisher of *Public Opinion Quarterly* and the *Journal of Survey Statistics and Methodology*; the International Trademark Association; and the National Advertising Division of the Council of Better Business Bureaus (NAD). I routinely conduct market research surveys for a variety of small to large corporations and organizations.

I have frequently spoken at major intellectual property and legal conferences on the topic of how to design and conduct surveys that meet legal evidentiary standards for reliability, including conferences held by the International Trademark Association (INTA), American Intellectual Property Law Association, Practicing Law Institute, Managing Intellectual Property, Promotions Marketing Association, American Conference Institute, and various bar organizations.

In addition to my survey research experience, I hold bachelors and masters degrees in mathematics and a J.D. from Harvard Law School. Additional biographical material, including lists of testimony and publications, is provided in Appendix A.

STUDY DESIGN

A total of 200 respondents participated in this online survey among prospective purchasers of professional nail treatment products – namely nail salon owners/managers/employees, nail technicians, and others who work in a business that does nail treatments.¹

The survey followed a highly standard and well-accepted survey format in which the allegedly confusing products (Counter-Defendants' Gelish Polygel products) are shown to prospective purchasers, and respondents are questioned to determine if they make a mistaken mental connection to the senior mark/products on their own. Such a format is the ideal method for assessing likelihood of confusion in scenarios where the parties' products are not directly competing, substantially overlapping, or otherwise significantly proximate in the marketplace. While Counter-Plaintiff alleges in its counterclaims that the parties' products appear together in the marketplace,² it is apparent that the parties' products are different types of products that are sold to different customer bases through primarily different channels. Counter-Defendants' products are nail treatment products that are marketed to nailcare professionals through nailcare industry distributors and related channels. Counter-Plaintiff's products, on the other hand, are mostly healthcare products for healing or recovery from injury or pain that are marketed to healthcare professionals, or printing products

¹ See the Sampling section of this report for more information regarding who qualified for and completed the survey.

² Counter-Plaintiff's claim that the products appear in proximity in the marketplace appears to be based solely on the alleged prospect of encountering both parties if searching for the term "Polygel" within a particular category on a site such as Amazon. The mere presence of both parties' products online does not on its own make the products "proximate" in any meaningful sense, if they are not competing or substantially overlapping products and are typically promoted to different consumers through different industry channels. See Jerre Swann, *Eveready and Squirt – Cognitively Updated*, 106 TMR 727 at 743 (2016) (Surveys where both parties' marks are shown in close proximity are only appropriate if the parties' marks would be encountered in close proximity in the actual marketplace with "appreciable frequency.").

marketed to the education and art markets. Accordingly, nail care professionals who are considering purchase of Counter-Defendants' Gelish Polygel products would not be likely to also encounter or consider Counter-Plaintiff's products or mark in close proximity with Counter-Defendants' products, and a survey that showed both the Counter-Defendants' and Counter-Plaintiff's products in close proximity in connection with a purchase situation would be overly artificial and inappropriate. To simulate whether a nail care professional would be confused by Counter-Defendants' nail treatment products, showing only the challenged Gelish Polygel products without also simultaneously showing Counter-Plaintiff's products is a far more realistic and superior replication of marketplace conditions.

As this was an online survey, all the instructions and questions were displayed on respondents' computer screens and each question appeared on its own screen.

After a series of initial screening questions, all respondents were prompted:

On the next screen we are going to show you an image of a set of nail treatment products. Please take your time to review the products. The continue button will not be enabled until 15 seconds have passed to ensure that you have enough time to look at the image.

When you have finished, you will be asked some questions. For any question, if you have no opinion or do not know then please indicate so. Please do not guess.

On a new screen, respondents were then instructed to view the set of nail treatment products:³

Please take your time to review this image of nail treatment products.

³ The image below has been reduced in size to appear in this report. In the programmed survey, this image appeared large across respondents' screens. Screenshots of how the survey appeared to respondents are provided in Appendix C and the original image used for programming the survey is provided in Appendix E.



This image gave respondents the opportunity to see four instances of the allegedly infringing term POLYGEL as it is presented on actual Gelish products and packaging.

After fifteen seconds elapsed, the following instruction appeared beneath the image:

Before continuing with the survey, please indicate whether or not you have viewed the image clearly.

- I viewed the image clearly
- I am unable to view the image clearly

Respondents viewed the image for a minimum of fifteen seconds and confirmed they viewed the image clearly before continuing with the survey. This is a standard quality assurance procedure to ensure respondents successfully viewed the products and marks at issue for an amount of time that allows them to meaningfully participate in the survey.

Upon continuing, respondents were asked:

What company or brand do you think makes or puts out the products you were just shown, if you have an opinion?

If you are thinking of more than one company or brand, you may enter answers in separate boxes below. If you don't know or have no opinion, you may select that option.

Respondents could type in up to three different answers or select "Don't know/no opinion."

Next, all respondents were asked:

Do you think that the products you were just shown are sponsored or approved by, or affiliated with, any other company or brand?

- Yes, I do
- No, I do not
- Don't know/No opinion

Respondents who answered, yes, were then asked:

You answered that you think that the products you were just shown are sponsored or approved by, or affiliated with, another company or brand.

What other company or brand?

If you are thinking of more than one company or brand, please enter each one in a separate box below.

Respondents could type in up to five different answers or select “Don’t know.”

Respondents who typed in at least one company or brand were then instructed:

Each company or brand you named is listed below. For each one, please explain what makes you think that the products you were just shown are sponsored or approved by, or affiliated with, that company or brand.

Please be as specific and detailed as possible.

Beneath this instruction, respondents were shown the answers they provided in response to the previous question and next to each answer, they explained what makes them think the products they were shown are sponsored or approved by, or affiliated with, the company or brand they named.

Next, all respondents were asked:

Are you aware of any other products or brands that you think are made or put out by the same company as the products we showed you?

- Yes, I am
- No, I am not
- Don’t know/No opinion

Respondents who answered, yes, were then asked:

You answered that you are aware of other products or brands that you think are made or put out by the same company as the products we showed you.

What other products or brands?

If you are thinking of more than one, please enter each one in a separate box below.

Respondents could type in up to five different answers or select “Don’t know.”

Finally, respondents were asked an additional question to determine whether they are even aware of any other products (besides the Gelish products shown in the survey) that use the term PolyGel – in particular whether they connect the term PolyGel to any of Counter-Plaintiff’s products. First, respondents were asked:

Are you aware of any other products that use the term **PolyGel**?

Respondents who answered affirmatively were then instructed:

Using the boxes below, please describe any other products that you are aware of that use the term **PolyGel**.

Please be as specific and detailed as possible and identify what type of product you are thinking of.

This concluded the survey for all respondents.

Contemplation of a Control Group

A Control Group was initially contemplated for this survey. However, I ultimately determined that there was no reason to run a Control Group. The purpose of a Control Group would have been to determine to what extent any potential confusion shown in a Test Group should be dismissed or discounted as survey noise – i.e., guessing or

otherwise providing answers for reasons unrelated to trademark similarity. A Control Group would measure the noise level in the survey. This “noise level” would then be deducted from the Test Group’s result to arrive at a net level of confusion that can be attributed specifically to the trade dress at issue. However, given that the Test Group showed zero confusion, there was no reason to run a Control Group, which can only result in lowering the net confusion level in the survey. The resulting confusion rate of 0% shows a lack of confusion even without taking any potential noise into consideration.

Screenshots of the survey will be provided in Appendix C.

SUMMARY OF KEY FINDINGS

This section details certain key survey findings. Other survey results are discussed further in the Detailed Findings section below.

No respondents confused Counter-Defendants' Gelish PolyGel products with Counter-Plaintiff or its products in response to any questions.

No respondents indicated awareness of the use of the term PolyGel in connection with any products of Counter-Plaintiff.

Based on the survey results, it is my opinion that there is no likelihood of confusion among purchasers of professional nail treatment products regarding the source of the Gelish PolyGel products and that there is no awareness of any use of the term PolyGel in connection with Counter-Plaintiff's products among purchasers of professional nail treatment products.

See Detailed Findings section below for additional information on results. The full data will be provided in its original electronic form in Appendix D.

METHODOLOGY

THE RELEVANT UNIVERSE OF INTEREST

The appropriate sample universe for this survey consisted of individuals who work at businesses that do nail treatments. Most members of the sample universe also met additional criteria specified below, including that they have personal involvement in the selection of nail treatment products to purchase.

First, after initial demographic questions, including confirmation that respondents are female, all potential respondents were asked:

Which of the following types of products, if any, have you personally purchased in the past 6 months, either for yourself or for use in your work?
(Select all that apply or "none of these.")

The following table displays the list of randomized options available from which respondent could select and the proportion of final respondent who selected each:

Products Purchased Past 6 Months		
Base N=200	N	%
Nail treatment product	172	86.0%
Facial treatment product	153	76.5%
Hair coloring product	111	55.5%
Teeth whitening product	108	54.0%
None of these	6	3.0%

Next, all respondents were asked:

Which of the following types of products, if any, are you likely to personally purchase in the next 6 months, either for yourself or for use in your work?
(Select all that apply or "none of these.")

The following table displays the list of randomized options available from which respondent could select and the proportion of final respondent who selected each:

Products Likely to Purchase in Next 6 Months		
Base N=200	N	%
Nail treatment product	174	87.0%
Facial treatment product	155	77.5%
Teeth whitening product	122	61.0%
Hair coloring product	119	59.5%
None of these	5	2.5%

All but 2 respondents selected “nail treatment product” in response to at least one of these two questions. While this was not a requirement for participation in the survey, it shows that virtually all respondents have recently purchased or are likely to purchase nail treatment products.

Next, all respondents were asked:

Do you personally work at a business that does any of the following...?
(Select all that apply or “none of these.”)

Hair coloring treatments
Nail treatments
Facial treatments
Teeth whitening treatments
None of these

Only respondents who selected “nail treatments” were permitted to continue with the survey. All others were terminated.

Before continuing to the main survey, all respondents were asked additional questions for classification purposes. First, respondents were asked:

Which of the following describes the place(s) where you work that does nail treatments?

(Select all that apply)

The following table displays the list of randomized options available from which respondent could select and the proportion of final respondent who selected each:⁴

Place of Work		
Base N=200	N	%
Nail salon or spa	151	75.5%
Full service salon	25	12.5%
Hair salon	23	11.5%
Day spa	19	9.5%
Beauty Institute or cosmetology school	12	6.0%

Next, all respondents were asked:

Which of the following best describes your job position?

(Select one response)

The following table displays the list of randomized options available from which respondent could select and the proportion of final respondent who selected each:

Job Position		
Base N=200	N	%
Freelance or independent nail technician	68	34.0%
Employee of salon/spa	64	32.0%
Owner of salon/spa	45	22.5%
Manager of salon/spa	22	11.0%
Other (please specify) ⁵	1	0.5%

Since the confusion rate was 0% among individuals from various types of businesses that do nail treatments and among individuals with various positions, the precise distribution of interviews across type of business and job position was not material to

⁴ The figures in this table add to greater than 100% because some respondents work in more than one type of business that does nail treatments.

⁵ The one respondent who selected "other" entered "facilitator."

the results. The results could be re-weighted in any proportions and the confusion result would still be 0%.

Respondents were then asked:

Which of the following do you personally do in connection with any business that does nail treatments?
(Select all that apply)

The following table displays the list of randomized options available from which respondent could select and the proportion of final respondent who selected each:

Performed in Connection with Nail Treatment Business		
Base N=200	N	%
Select which nail treatment products to purchase	192	96.0%
Nail treatments for clients	172	86.0%
Run or manage the business	69	34.5%
Front desk services/reception	62	31.0%
Other (please specify)	0	0.0%

As the above table shows, nearly all respondents (192 of 200) indicated that they are personally involved in selecting which nail treatment products to purchase, which confirms they are prospective purchasers of the relevant Gelish Polygel products. If the 8 respondents who did not indicate that they are involved in product selection/purchase were excluded from the data, it would have no meaningful impact on the survey results or my conclusions.

Next, these respondents were asked:

Which of the following best describes the ethnicity of the owner of the business where you work?
(Select one response)

The following table displays the list of randomized options available from which respondent could select and the proportion of final respondent who selected each:

Ethnicity of Business Owner		
Base N=200	N	%
White/Caucasian	95	47.5%
Vietnamese	49	24.5%
Korean	25	12.5%
Chinese	4	2.0%
Other Asian	8	4.0%
Other (please specify)	17	8.5%
Prefer not to answer	2	0.0%

Since the confusion rate was 0% regardless of ethnicity of business owner, the precise distribution of interviews by ethnicity was not material to the results. The results could be re-weighted in any proportions and the confusion result would still be 0%.

This concluded the screening and classification questions for all respondents.

The actual wording of the screening questions used is shown in Appendix B.

SAMPLING PLAN

The sampling plan involved a random selection of individuals who are part of an online panel.

Online surveys are well-accepted in the field of survey research as a standard, reliable methodology. Indeed, online surveys are now the most common method of conducting market research among consumers. Businesses and other organizations routinely make decisions of importance based on the results of online survey research among

consumers and professionals, and online surveys have been accepted in evidence in numerous U.S. District Court cases. I have personally designed and executed numerous internet surveys that have been accepted by courts.

The sample of panelists used in the survey was provided by Research Now, a leading supplier of online sample for surveys. I have worked with Research Now on many surveys and have found its procedures and panels to be highly reliable. Research Now has a large and diverse panel consisting of millions of Americans and is highly regarded as a reputable source of respondents for online surveys within the field of market research. Research Now utilizes appropriate industry procedures for ensuring the integrity and quality of its panels. Research Now employs a “by-invitation-only” panel recruitment model to enroll pre-validated individuals and, therefore, maintains a panel comprised of the most credible survey takers who are less prone to self-selection bias. Quality and integrity of its research panel is also obtained and maintained in the following ways.

- It requires a double opt-in and agreement to provide truthful and well-considered answers to online market research surveys. First, potential panelists opt-in during the enrollment process, and then they are sent a follow-up email confirmation that requests the potential panelist to click a link to validate the opt-in. Then, he or she is sent a follow-up email providing access to their member account and they can begin receiving surveys.
- A unique email address is required to opt-in to the panel and physical addresses provided by panelists in the US are verified against government postal information.
- Research Now implements data quality measures by focusing on identifying and pursuing panelists who exhibit suspicious behaviors. This is done by identifying members through routine review of behaviors and sometimes with the help of its clients, and then evaluating a wider set of behaviors, particularly members profile information and survey performance.

- Research Now also employs a “Three Strikes Policy” in which panelists who commit survey offenses, such as speeding, inattentiveness, poor quality open ends, answering inconsistencies, and selecting dummy answers, are flagged with an “offense” code. Panelists who are flagged three times for such offenses are disqualified from panel membership and future surveys.

Using data that had previously been collected (completely unrelated to this survey), Research Now was able to pre-identify members of its panel who had indicated that they work in nail salons or hair or other beauty salons.

Invitations were then sent targeting those pre-identified panelists. The purpose of the survey was withheld from respondents and nothing in the invitation to panelists indicated that they received the invitation because they work at a business that may do nail treatments.

Without knowing the purpose of the survey, respondents needed to meet the screening criteria to qualify for the survey. In doing so, they confirmed that they indeed are part of the Relevant Sample Universe.

The following table displays the final proportion of sample achieved by age:

Final Number of Respondents by Age		
N=200	N	%
18 - 34	44	22.0%
35 - 54	126	63.0%
55 and older	30	15.0%

These percentages match those reported in the Nails Magazine Big Book for 2017-2018.⁶

All respondents completing the survey were females.

The following table displays the final proportion of sample achieved by U.S. region:

Final Number of Respondents by Region		
N=200	N	%
Midwest	39	19.5%
Northeast	50	25.0%
South	30	15.0%
West	39	19.5%
Southeast	42	21.0%

Since the confusion rate was 0% among respondents from all age groups and all geographic regions, the precise distribution of interviews across these demographics was not material to the results. The results could be re-weighted in any proportions and the confusion result would still be 0%.

DATA PROCESSING

Data was collected by Focus Vision and made available to Hal Poret, LLC through an electronic portal on an ongoing basis. The data set showing respondents' answers to all questions will be provided in electronic form.

INTERVIEWING PROCEDURES

The online survey was programmed and hosted by Focus Vision, a company specializing in web survey programming and data collection and processing. My staff

⁶ See CCE08292018_000-c

and I thoroughly tested the programmed survey prior to any potential respondents receiving the invitation to participate in the survey.

DOUBLE-BLIND INTERVIEWING

The study was administered under “double-blind” conditions. That is, not only were the respondents kept uninformed as to the purpose and sponsorship of the study, but the services involved in providing the sample and administering the online interviews (Focus Vision and Research Now) were similarly “blind” with respect to the study’s purpose and sponsorship.

INTERVIEWING PERIOD

Interviewing was conducted from September 11, 2018 through September 24, 2018.

QUALITY CONTROL

Several measures were implemented to ensure a high level of quality control and validation with respect to respondents taking the survey.

Upon initially entering the survey, all respondents were required to pass a test to verify that each respondent is a live person. The test employed in this survey is a CAPTCHA⁷ program that generates a task that humans can pass but current computer programs cannot. CAPTCHA is a well-known and widely-used tool in online survey research.

Upon successfully passing the CAPTCHA test, respondents were then asked to enter their year of birth and then their gender. This information was checked against the sample provider’s (Research Now’s) demographics on record for each respondent and any respondent providing an incorrect or inconsistent birth year and/or gender was unable to continue to the main survey.

⁷ CAPTCHA is an acronym for “Completely Automated Public Turing test to tell computers and Humans Apart.”

Additionally, respondents were then asked to select their age range. Respondents who selected an age range inconsistent with their year of birth were unable to continue with the survey.

These combined steps ensured that the survey was being taken by an actual live person and that each person was paying a certain level of attention to the survey questions and taking a certain level of care in entering responses.

All respondents were also asked to select any web browsers or search engines they have used in the past three months. Respondents could select as many as applied to them from a list of ten options, including, "other," "not sure" and one fictitious name: Hagelin. Respondents who selected "Hagelin" were unable to continue. Additionally, respondents who answered that they have used all seven of the actual web browsers and search engines included on the response list, were identified as "yea-sayers" and unable to continue with the survey.⁸

The following question was also asked and permitted additional screening out of respondents who were paying insufficient attention or clicking responses indiscriminately:

For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Other _____

⁸ "Yea-sayers" in surveys are typically defined as respondents who answer affirmatively to questions, regardless of their belief.

Respondents who selected “other” and typed a response in the blank continued with the survey. A review was conducted of all open-ended answers, including responses to this question and respondents who failed to follow instructions for this question, or gave other non-responsive or nonsense answers to open-ended questions were removed from the final data.

Respondents were then also asked to carefully read these instructions:

- Please take the survey in one session without interruption.
- Please keep your browser maximized for the entire survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

Two options were provided in response to these instructions: 1) I understand and agree to the above instructions, and 2) I do not understand or do not agree to the above instructions. Only respondents who understood and agreed to the instructions then continued to the main section of the survey.

Additionally, the survey program was set up in such a way as to restrict respondents from taking the survey via mobile phones. This contributed to ensuring respondents could easily and clearly view all questions, response options and concepts displayed in the survey.

DETAILED FINDINGS

Question 300 – What company or brand makes or puts out the products shown

Respondents were first asked what company or brand makes or puts out the products they were shown (the Gelish PolyGel products). The following table shows the companies or brands that were named in response to this question by more than one respondent:

Question 300 – Company or brand		
Base N=200	N	%
Gelish	57	28.5%
Polygel	20	10.0%
Sally Hansen	16	8.0%
OPI	16	8.0%
Essie/L'oreal	10	5.0%
CND	4	2.0%
Orly	2	1.0%

The answers of the 20 respondents who named Polygel were examined to determine if there was any reasonable possibility that such respondents were referring to Counter-Plaintiff or its PolyGel mark. As discussed below, all such respondents were subsequently asked whether they are aware of any other products that they think are made or put out by the same company as the products they were shown. Accordingly, respondents who named Polygel in the first question and were thinking of Counter-Plaintiff would have then named the types of products or the brands offered by Counter-Plaintiff. Of the 20 respondents who named Polygel, 19 answered that they are not aware of any other products that come from the same company or that they don't know. The lone respondent who answered that they are aware of other products from the same company named "nail treatment" and "nail polish" and "nail care kit" as the

other products, making clear that she was not thinking of Counter-Plaintiff when she named Polygel.

All 20 respondents who named PolyGel were also asked if they are aware of any other products that use the term PolyGel. Only 2 of these 20 respondents answered affirmatively. One of these two respondents named “Saviland polygel” and the other named “Polygel nail kits.” Clearly these answers are not references to products from Counter-Plaintiff.

Accordingly, it is clear that the 20 respondents who initially named “Polygel” when asked about the company or brand that makes or puts out the Gelish products were not thinking of Counter-Plaintiff. To the contrary, these respondents who were not thinking of Counter-Plaintiff and who identified the name they saw on the product shown in the survey (Polygel) were correct about the product brand.

Questions 310/315 – Are the products sponsored or approved by or affiliated with any other company or brand

Respondents were next asked whether they think the products they were shown (the Gelish PolyGel products) are sponsored or approved by or affiliated with any other company or brand. A total of 43 respondents (21.5%) answered affirmatively.

The following table shows the brands that were named by respondents in the follow-up question:

Question 315 – Company or brand		
Base N=200	N	%
Sally Hansen	10	5.0%
OPI	8	4.0%
Gelish	6	3.0%

Essie/L'oreal	5	2.5%
Knockoff of Gelish	1	0.5%
Trugel	1	0.5%
China Glaze	1	0.5%
Revlon	1	0.5%

As the above tables shows, no respondents named Polygel or any other brands owned by Counter-Plaintiff.

Questions 330/335 – Other products from the same company or brand

Respondents were next asked whether they are aware of any other products that they think are made or put out by the same company as the products they were shown (the Gelish Polygel products). A total of 23 respondents (11.5%) answered affirmatively.

The following table shows all other products named by these respondents:

<u>Resp ID</u>	<u>Other products named</u>				
11	gel nail polish				
18	Nail Polish				
42	Other Gelish products				
46	NAILPOLISH				
54	Gelish polishes	SALLY HANSEN			
55	Gelish Polish	Gelish Polygel			
101	gel top coat	gel foundation	gel polish	ph bond	led lamp
171	nail polish	dip powder			
172	Gel Polish				
182	OPI	Loreal			
205	Gelish nail polish				
241	Nail Polish	Ulta			
248	gel polish	sns polish	curing light		

272	Curing lamps		
293	sally hansen gel		
409	nail treatment	nail polish	nail care kit

As the above table shows, none of these respondents identified any product or type of product offered by Counter-Plaintiff.

Questions 350/360 – Other products that use the term PolyGel

Respondents were next asked if they are aware of any other products that use the term PolyGel. A total of 17 respondents (8.5%) answered affirmatively.

The following table shows all other products named by these respondents:

<u>Resp ID</u>	<u>Other products named</u>
37	I have seen foreign ripoffs of Gelish
89	Other gelish polishes
151	Trugel
177	sally hansen
196	IBD Just Gel is closest
205	Madam Glam PolyGel
221	Saviland polygel
247	IBD gelpolish
272	Gelish on amazon.com
285	Get Gelish Polygel on ebay and groupon
311	Chinese copies of Gelish polish
330	Dental products
340	Polygel nail kits
359	Gelish knockoffs are all over the place
372	Saviland makes the same
392	Polishes
489	makartt

As the above table shows, none of the other products named refer to products of Counter-Plaintiff.

Conclusion

Across all survey questions, no respondents gave any answers mistakenly connecting the Gelish Polygel products to Counter-Plaintiff or any of its products/brands. Likewise, no respondents had any awareness of any use of the term Polygel in connection with any of Counter-Plaintiff's products.

Based on the survey results, it is my opinion that there is no likelihood of confusion among purchasers of professional nail treatment products regarding the source of the Gelish PolyGel products and that there is no awareness of any use of the term PolyGel in connection with Counter-Plaintiff's products among purchasers of professional nail treatment products.

A handwritten signature in black ink, reading "Hal Poret", written over a horizontal line.

Hal Poret

Dated: October 10, 2018

APPENDIX A

Education

- 1998 Harvard Law School, J.D., *cum laude*
- Editor/Writer – Harvard Law Record
 - Research Assistant to Professor Martha Minow
- 1995 S.U.N.Y. Albany, M.A. in Mathematics, *summa cum laude*
- Statistics
 - Taught calculus/precalculus/statistics
- 1993 Union College, B.S. in Mathematics with honors, *magna cum laude*
- Phi Beta Kappa
 - Resch Award for Achievement in Mathematical Research

Employment

- 2016 - President, Hal Poret LLC
- Design, supervise, and analyze consumer surveys, including Trademark, Trade Dress, Advertising Perception, Consumer Deception, Claims Substantiation studies, Damages, and Corporate Market Research Surveys
 - Consulting regarding survey design and review of other surveys
 - Provided expert testimony at deposition and/or trial regarding survey research in over 100 U.S. District Court litigations and proceedings in front of TTAB, NAD, FTC and FCC.
- 2004 - 2015 Senior Vice President, ORC International
- Designed, supervised, and analyzed consumer surveys in legal and corporate market research areas, and provided expert testimony regarding survey research in legal cases.
- 2003 - 2004 Internet Sports Advantage
- Developed and marketed proprietary internet sports product, and licensed trademark and intellectual property rights.
- 1998 - 2003 Attorney, Foley Hoag & Eliot, Boston, MA
- Represented corporations and individuals in trademark, trade dress, advertising, product, and related legal disputes.
 - Worked with survey experts in developing and using surveys as evidence in trademark, trade dress and advertising disputes.

Testimony at Trial or by Deposition Past 4 Years

(Party who retained me shown in bold)

2018	In re: NCAA Grant-in-Aid Cap Litigation (Deposition; Trial)	USDC Northern District of CA
2018	Under Armour v. Battle (Deposition)	USDC District of Maryland
2018	Federal Trade Commission v. D-Link Systems (Deposition)	USDC Northern District of CA
2018	Ezaki Glico v. Lotte International (Deposition)	USDC District of NJ
2018	Car Freshener Corporation v. American Covers/Energizer Holdings (Deposition)	USDC Northern District of NY
2018	Combe v. Dr. August Wolff (Deposition)	USDC Eastern District of VA
2018	In Re GM Ignition Switch Litigation (Deposition)	USDC Southern District of NY
2018	Zetor v. Ridgeway (Trial Testimony Deposition)	USDC Western District of AR
2018	Superior Consulting v. Shaklee (Deposition; Hearing; Trial)	USDC Middle District of FL
2018	Monster Energy Company v. Integrated Supply Network (Deposition)	USDC Central District of CA
2018	Sandoz v. GlaxoSmithkline (Deposition)	USPTO Opposition
2018	JB-Weld v. Gorilla Glue Company (Deposition)	USDC Northern District of GA
2018	Bratton v. The Hershey Company (Deposition)	USDC Western District of MO

2018	Leadership Studies v. Blanchard Training & Development (Deposition)	USDC Southern District of CA
2017	Gulfstream Aerospace v. Gulfstream Unsinkable Boats (Deposition)	USPTO Opposition/Cancellation
2017	Mercado Latino v. Indio (Deposition)	USDC Central District of CA
2017	Delalat v. Nutiva (Deposition)	USDC Northern District of CA
2017	Dashaw v. New Balance (Deposition)	USDC Southern District of CA
2017	Bearing Tech v. O'Reilly Automotive (Deposition)	USDC Western District of MO
2017	Soundview v. Facebook (Deposition)	USDC District of Delaware
2017	Rovi v. Comcast (Deposition)	USDC Southern District of NY
2017	Puma v. Black & Decker (Trial)	New Mexico Circuit Court
2017	Select Comfort v. Personal Comfort (Trial and Deposition)	USDC District of Minn
2017	Alzheimer's Foundation of America v. Alzheimer's Association (Deposition and trial)	USDC Southern District of NY
2017	Banc of California v. Farmers & Merchants Bank (Deposition)	USDC Central District of CA
2017	PolyGroup v. Willis Electric (Deposition)	Patent Trial and Appeal Board
2017	Mullins v. Premier Nutrition (Depositions in Class Cert and Merits phases)	USDC Northern District of CA
2017	Lion's Gate v. TD Ameritrade	

	(Deposition)	USDC Central District of CA
2017	Deere & Company v. Fimco dba Schaben (Deposition and trial)	USDC Western District of KY
2017	Adidas & Reebok v. TRB (Deposition)	USDC District of Oregon
2017	Church & Dwight v. SPD (Deposition/trial in liability phase; deposition/trial in damages phase)	USDC Southern District of NY
2017	In re: Coca Cola Marketing and Sales Practices Litigation (No. II) (Deposition)	USDC Northern District of CA
2017	Ducks Unlimited v. Boondux LLC and Caleb Sutton (Deposition and Trial)	USDC Western District of TN
2017	Globefill v. Element Spirits (Deposition and Trial)	USDC Central District of CA
2017	Brickman v. Fitbit (Deposition)	USDC Northern District of CA
2017	Network-1 Technologies v. Alcatel-Lucent et al. (Deposition)	USDC Eastern District of TX
2017	Health Partner Plans v. Reading Health Partners (Deposition and Injunction hearing)	USDC Eastern District of PA
2017	In Re Biogen '755 Patent Litigation (Deposition)	USDC District of NJ
2017	Cava Mezze v. Mezze Mediterranean Grill (Trial)	USDC District of MD
2017	Mastrandrea v. Vizio (Deposition)	USDC Central District of CA
2017	Adidas v. Skechers (Deposition and Injunction hearing)	USDC District of OR
2016	Triumph International, Inc. v. Gourmetgiftbaskets.com, Inc. (Deposition)	USDC Central District of CA

2016	Phelan Holdings v. Rare Hospitality Management (Deposition)	USDC Middle District of FL
2016	Intellectual Ventures II v. AT&T Mobility (Deposition)	USDC District of DE
2016	One World Foods v. Stubbs Austin Restaurant Company (Deposition)	USDC Western District of TX
2016	Booking.com B.V. v. Michelle Lee (Deposition)	USDC Eastern District of VA
2016	Variety Stores v. Walmart Stores, Inc. (Trial)	USDC Eastern District of NC
2016	American Cruise Lines v. American Queen Steamboat Company (Deposition)	USDC District of DE
2016	Universal Church v. Univ. Life Church (Deposition)	USDC Southern District of NY
2016	U. of Houston v. Houston Col. of Law (Deposition)	USDC Southern District of TX
2016	Navajo Nation v. Urban Outfitters (Daubert Hearing)	USDC District of NM
2016	Beaulieu v. Mohawk Carpet Dist. (Deposition)	USDC Northern District of GA
2016	Efficient Frontiers v. Reserve Media (Deposition)	USDC Central District of CA
2016	McAirlaids v. Medline Industries (Deposition)	USDC Eastern District of VA
2016	Under Armour v. Ass Armor (Deposition)	USDC Southern District of FL
2016	C5 & CoorsTek v. CeramTec (Deposition and trial)	USDC District of Colorado

2016	BBC v. Stander (Deposition)	USDC Central District of CA
2016	Caterpillar v. Tigercat (Deposition)	USPTO Opposition
2016	Premier v. Dish Network (Deposition)	USPTO Opposition
2016	Omaha Steaks v. Greater Omaha (Rebuttal Testimony)	USPTO Opposition
2016	EMC v. Pure Storage (Deposition)	USDC District of MA
2016	Top Tobacco v. North Atlantic (Deposition)	USPTO Opposition
2016	Ascension Health v. Ascension Ins. (Deposition)	USDC Eastern District of MO
2016	Quoc Viet v. VV Foods (Deposition and trial)	USDC Central District of CA
2016	Joules v. Macy's Merchandising Group (Deposition and trial)	USDC Southern District of NY
2015	MMG v. Heimerl & Lammers (Deposition and trial)	USDC District of MN
2015	PRL USA v. Rolex (Deposition)	USDC Southern District of NY
2015	Bison Designs v. Lejon (Deposition)	USDC District of CO
2015	Barrera v. Pharmavite (Deposition)	USDC Central District of CA
2015	Flowers v. Bimbo Bakeries (Deposition)	USDC Middle District of GA
2015	Razor USA v. Vizio	

	(Deposition)	USDC Central District of CA
2015	Allen v. Simalasan (Deposition)	USDC Southern District of CA
2015	BMG Rights Mgmt. v. Cox Enterprises (Deposition and trial)	USDC Eastern District of VA
2015	Verisign v. XYZ.COM LLC (Deposition)	USDC Eastern District of VA
2015	Farmer Boys v. Farm Burger (Deposition)	USDC Central District of CA
2015	Ono v. Head Racquet Sports (Deposition)	USDC Central District of CA
2015	Select Comfort v. Tempur Sealy (Deposition)	USDC District of Minn
2015	ExxonMobil v. FX Networks (Deposition)	USDC Southern District of TX
2015	Delta v. Network Associates (Deposition)	USDC Middle District of FL
2015	Brady v. Grendene (Deposition)	USDC Central District of CA
2015	Zippo v. LOEC (Deposition)	USDC Central District of CA
2015	Maier v. ASOS (Deposition)	USDC District of Maryland
2015	Converse In re: Certain Footwear (Deposition and trial)	International Trade Commission
2014	Scholz v. Goudreau (Deposition)	USDC District of Mass
2014	Economy Rent-A-Car v. Economy Car Rentals (TTAB Testimony)	USPTO

2014	Weber v. Sears (Deposition)	USDC Northern District of IL
2014	Native American Arts v. Stone (Deposition)	USDC Northern District of IL
2014	Gravity Defyer v. Under Armour (Trial)	USDC Central District of CA
2014	Adams v. Target Corporation (Deposition)	USDC Central District of CA
2014	PODS v. UHAUL (Deposition and trial)	USDC Middle District of FL
2014	Flushing v. Green Dot Bank (Deposition)	USDC Southern District of NY
2014	Amy's Ice Creams v. Amy's Kitchen (Deposition)	USDC Western District of TX
2014	Unity Health v. UnityPoint (Deposition)	USDC Western District of WI
2014	In re: NCAA Student-athlete litigation (Deposition and Trial)	USDC Northern District of CA
2014	Spiraledge v. SeaWorld (Deposition)	USDC Southern District of CA
2014	Diageo N.A. v. Mexcor (Deposition and trial)	USDC Southern District of TX
2014	Pam Lab v. Virtus Pharmaceutical (Deposition and trial)	USDC Southern District of FL
2014	US Soccer Federation v. Players Ass'n (Arbitration Testimony)	Arbitration
2014	Estate of Marilyn Monroe v. AVELA (Deposition)	USDC Southern District of NY

2014	Kelly-Brown v. Winfrey, et al. (Deposition)	USDC Southern District of NY
2014	Virco Mfg v. Hertz & Academia (Deposition)	USDC Central District of CA
2014	In re: Hulu Privacy Litigation (Deposition)	USDC Northern District of CA
2013	Jackson Family Wines v. Diageo (Deposition)	USDC Northern District of CA
2013	Bubbles, Inc. v. Sibu, LLC. (Deposition)	USDC Eastern District of VA
2013	Clorox v. Industrias Dalen (Deposition)	USDC Northern District of CA
2013	Active Ride Shop v. Old Navy (Deposition and trial)	USDC Central District of CA
2013	Macy's Inc. v. Strategic Marks LLC. (Deposition)	Northern District of CA
2013	Karoun Dairies, Inc. v. Karoun Dairies, Inc. (Deposition)	Southern District of CA
2013	Kraft Foods v. Cracker Barrel Old Country (Deposition and Trial)	Northern District of IL
2013	Bayer Healthcare v. Sergeants Pet Care (Deposition and Trial)	USDC Southern District of NY
2013	JJI International v. The Bazar Group, Inc. (Deposition)	USDC District of RI
2013	Fage Dairy USA v. General Mills (Deposition)	Northern District of NY
2013	Gameshow Network v. Cablevision (Deposition and trial)	F.C.C.
2013	Telebrands v. Meyer Marketing	USDC Eastern District of CA

(Deposition)

Presentations

What's New in Advertising Law, Claim Support and Self-Regulation?
(ABA Seminar, November 17, 2015)

How Reliable is Your Online Survey
(2015 ASRC Annual Conference, September 29, 2015)

What Do Consumers Think? Using Online Surveys to Demonstrate Implied Claims
(ANA Advertising Law and Public Policy Conference, April 1, 2015)

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 30, 2013)

Using Survey Experts in Trademark Litigation (DRI Intellectual Property Seminar, May 9, 2013)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Internet Survey Issues (PLI Hot Topics in Advertising Law Conference, March 2012)

Measuring Consumer Confusion Through Online Surveys (2011 Midwest IP Institute) (September, 2011)

Online Surveys as Evidence in Trademark Disputes (International Trademark Association Annual Conference, May 2011)

Managing Intellectual Property Trademark Roundtable (April 7, 2010)

Recent Trends in Trademark Surveys (Virginia State Bar Intellectual Property Conference, October 2009)

Trademark Surveys in US Litigation (presentation for International Trademark Association Annual Conference) (May 2009)

How to Conduct Surveys for use in Trademark Disputes (Practicing Law Institute Advanced Trademark Law Conference) (May 2009)

Trademark and Advertising Perception Studies for Legal Disputes (Opinion Research Corporation Seminar, June 2008)

Understanding Advertising Perception Surveys (Promotions Marketing Association Annual Law Conference) (November 2007)

Designing and Implementing Studies to Substantiate Advertising Claims (American Conference Institute Claims Substantiation Conference, October 2007)

Surveys in Trademark and False Advertising Disputes (InfoUSA Webinar, June 2007)

Measuring Consumer Perception in False Advertising and Trademark Cases, (multiple presentations) (2007)

Potential Errors to Avoid In Designing a Trademark Dilution Survey (American Intellectual Property Association paper, April 2007)

Consumer Surveys in Trademark and Advertising Cases (presentation at Promotions Marketing Association Annual Law Conference) (December 2006)

Use of Survey Research and Expert Testimony in Trademark Litigation, (International Trademark Association Annual Conference, May 2006)

Survey Research as Evidence in Trademark/Trade Dress Disputes (multiple presentations) (2006)

Using Surveys to Measure Secondary Meaning of Trade Dress, Legal Education Seminar, Boston, April 2006

Publications/Papers

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 2013)

Hot Topics and Recent Developments in Trademark Surveys (paper for May 2013 DRI Intellectual Property Conference)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Trademark Litigation Online Consumer Surveys (Practical Law Company Intellectual Property and Technology, May 2012)

Hot Topics in Advertising Law 2012 (Contributor to Practising Law Institute publication)

A Comparative Empirical Analysis of Online Versus Mail and Phone Methodologies for Trademark Surveys, 100 TMR 756 (May-June 2010)

Recent Trends in Trademark Surveys (paper for Virginia State Bar Intellectual Property conference, October 2009)

Trademark Dilution Revision Act breathes new life into dilution surveys (In Brief PLI website, June 2009)

The Mark (Survey Newsletter; three editions 2009)

Hot Topics in Trademark Surveys (paper for Practising Law Institute Advanced Trademark Law Conference) (May 2009)

The Mark (Survey Newsletter, 2008)

Trademark and Advertising Survey Report (Summer 2007)

Avoiding Pitfalls in Dilution Surveys under TDRA (AIPLA Spring Conference, Boston, May 2007)

Commentary

Comment on Hotels.com case (on TTABLOG.COM, July 24, 2009)

Comment on Nextel v. Motorola (on TTABLOG.COM, June 19, 2009)

PLI All-Star Briefing Newsletter, "What does the Trademark Dilution Revision Act mean for the future of Dilution Surveys?" (June 2009)

Professional Memberships/Affiliations

American Association of Public Opinion Research

International Trademark Association

National Advertising Division of Council of Better Business Bureaus

APPENDIX B

SCREENER SECTION

BASE: ALL RESPONDENTS

Q50 Insert Captcha [HIDE "YOU ARE HUMAN" SCREEN]

BASE: ALL RESPONDENTS

Q100 Please select your year of birth. [PROGRAMMER: DROP DOWN MENU. TERMINATE IF DOES NOT MATCH PANELIST'S PRELOAD.]

ASK IF: HAS NOT TERMINATED

Q105 Are you... [CHECK AGAINST PANEL VARIABLE AND TERMINATE IF IT DOES NOT MATCH]

1. Male [TERM]
2. Female [PROGRAMMER: FOR PANEL VARIABLE VERIFICATION]

ASK IF: HAS NOT TERMINATED

Q107 Which of these age ranges includes your age?
[TERMINATE IF UNDER 18 OR IF AGE RANGE NOT POSSIBLE BASED ON YEAR OF BIRTH ENTERED IN Q100. NOTE - Each respondent can have two possible ages depending on if respondent's birthday has passed.]

1. Under 18 [TERMINATE]
2. 18 to 34 [22%]
3. 35 to 54 [63%]
4. 55 or older [15%]

BASE: ANY NON-TERMINATES

Q109 Which of the following web browsers and search engines, if any, have you used in the past 3 months?

Please select all that apply.

[RANDOMIZE]

1. Google Chrome
2. Internet Explorer
3. Microsoft Edge
4. Bing
5. Yahoo
6. Firefox
7. Opera
8. Hagelin [TERMINATE]
9. Other [ANCHOR]
10. Not sure [ANCHOR; EXCLUSIVE]

[Terminate if selects 109/8, or if selects all of 109/1-7.]

ASK IF: HAS NOT TERMINATED

Q110 In what state do you live?

[PROGRAMMER: Drop down menu of states plus D.C. Include an option for "Other" and terminate if it is selected.]

BASE: ANY NON-TERMINATES

Q115 Which of the following types of products, if any, have you personally purchased in the past 6 months, either for yourself or for use in your work?

(Select all that apply or "none of these.")

[RANDOMIZE]

1. Nail treatment product
2. Hair coloring product
3. Facial treatment product
4. Teeth whitening product
5. No, none of these [ANCHOR; EXCLUSIVE]

BASE: ANY NON-TERMINATES

Q118 Which of the following types of products, if any, are you likely to personally purchase in the next 6 months, either for yourself or for use in your work?

(Select all that apply or "none of these.")

[SHOW IN SAME ORDER AS 115]

1. Nail treatment product
2. Hair coloring product
3. Facial treatment product
4. Teeth whitening product
5. No, none of these [ANCHOR; EXCLUSIVE]

BASE: ANY NON-TERMINATES

Q120 Do you personally work at a business that does any of the following...?

(Select all that apply or "none of these.")

[SHOW IN SAME ORDER AS CORRESPONDING CHOICES IN 115]

1. Nail treatments
2. Hair coloring treatments
3. Facial treatments
4. Teeth whitening treatments
5. No, none of these [ANCHOR; EXCLUSIVE]

[MUST SELECT 120=1 TO CONTINUE]

BASE: 120=1

Q130 Which of the following best describes the place(s) where you work that does nail treatments?

(Select all that apply)

1. Nail salon or spa
2. Hair salon
3. Full service salon
4. Day spa
5. Beauty Institute or cosmetology school
6. Other **[Please Specify]**

BASE: 120=1

Q140 Which of the following best describes your job position?

(Select all that apply)

1. Owner of salon/spa
2. Manager of salon/spa
3. Employee of salon/spa
4. Freelance or independent nail technician
5. Other **[Please Specify]**

BASE: 120=1

Q150 Which of the following do you personally do in connection with any business that does nail treatments?

(Select all that apply)

1. Front desk services/reception
2. Nail treatments for clients
3. Run or manage the business
4. Select which nail treatment products to purchase
5. Other **[Please Specify]**

BASE: 120=1

Q155 Which of the following best describes the ethnicity of the owner of the business where you work?

(Select one response)

1. Vietnamese
2. Korean
3. Chinese
4. Other Asian
5. White/Caucasian
6. Other **[Please Specify]**

ASK IF: HAS NOT TERMINATED

Q160 For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree
6. Other _____ [DO NOT FORCE TEXT BOX]

[TERMINATE IF SELECTED 160/1-5 OR IF NOTHING ENTERED IN r6.]

ASK IF: HAS NOT TERMINATED

Q180 You have qualified to take this survey. Before continuing, please carefully read these instructions:

- * Please take the survey in one session without interruption.
- * Please keep your browser maximized for the entire survey.
- * While taking the survey, please do not consult any other websites or other electronic or written materials.
- * Please answer all questions on your own without consulting any other person.
- * If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

1. I understand and agree to the above instructions
2. I do not understand or do not agree to the above instructions [TERMINATE]

[ONLY QUALIFIED RESPONDENTS SHOULD CONTINUE BEYOND THIS POINT]

[EACH RESPONDENT SHOULD BE RANDOMLY ASSIGNED TO ONLY ONE CELL AND PRIORITIZED BY NEED TO FILL AGE/GENDER QUOTAS]

[PROGRAMMING NOTE: DISPLAY ANY TEXT WITH ITS OWN QUESTION NUMBER ON A SCREEN BY ITSELF UNLESS OTHERWISE SPECIFIED.]

MAIN SURVEY

ASK: ALL

200. On the next screen we are going to show you an image of a set of nail treatment products. Please take your time to review the products. The continue button will not be enabled until 15 seconds have passed to ensure that you have enough time to look at the image.

When you have finished, you will be asked some questions. For any question, if you have no opinion or do not know then please indicate so. Please do not guess.

BASE: ALL QUALIFIED RESPONDENTS

Q250 Please take your time to review this image of nail treatment products.

[INSERT IMAGE 1000 FOR CELL 1 OR IMAGE 2000 FOR CELL 2.]

[DISABLE CONTINUE BUTTON UNTIL 15 SECONDS HAS ELAPSED. SHOW FOLLOWING INSTRUCTION WHILE THE CONTINUE BUTTON IS DISABLED: *You will be able to continue after 15 seconds.* AFTER 15 SECONDS HAS PASSED, THEN REPLACE THE ABOVE LINE WITH THE FOLLOWING:]

Before continuing with the survey, please indicate whether or not you have viewed the image clearly.

1. I viewed the image clearly
2. I am unable to view the image clearly [TERMINATE; DO NOT COUNT AS COMPLETE]

ASK: ALL QUALIFIED RESPONDENTS

Q300 What company or brand do you think makes or puts out the products you were just shown, if you have an opinion?

If you are thinking of more than one company or brand, you may enter answers in separate boxes below. If you don't know or have no opinion, you may select that option.

[3 SMALL TEXT BOXES & INCLUDE A "Don't know/No Opinion" OPTION. FORCE AT LEAST ONE TEXT BOX OR DK/NO, BUT DO NOT ALLOW BOTH.]

ASK: ALL QUALIFIED RESPONDENTS

Q310 Do you think that the products you were just shown are sponsored or approved by, or affiliated with, any other company or brand?

1. Yes, I do
2. No, I do not
3. Don't know/No opinion

ASK IF: Q310=1

Q315 You answered that you think that the products you were just shown are sponsored or approved by, or affiliated with, another company or brand.

What other company or brand?

If you are thinking of more than one company or brand, please enter each one in a separate box below.

[5 SMALL TEXT BOXES & INCLUDE A "Don't know" OPTION. FORCE AT LEAST ONE TEXT BOX OR DK, BUT DO NOT ALLOW BOTH.]

ASK IF: Q315=ENTERED TEXT IN AT LEAST ONE BOX

Q320 Each company or brand you named is listed below. For each one, please explain what makes you think that the products you were just shown are sponsored or approved by, or affiliated with, that company or brand.

Please be as specific and detailed as possible.

[LIST EACH COMPANY/BRAND ENTERED IN Q315 AND TO THE RIGHT OF EACH PROVIDE A LARGE TEXT BOX. ABOVE THE LARGE TEXT BOXES DISPLAY, "Reasons:"]

ASK: ALL QUALIFIED RESPONDENTS

Q330 Are you aware of any other products or brands that you think are made or put out by the same company as the products we showed you?

1. Yes, I am
2. No, I am not
3. Don't know/No opinion

ASK IF: Q330=1

Q335 You answered that you are aware of other products or brands that you think are made or put out by the same company as the products we showed you.

What other products or brands?

If you are thinking of more than one, please enter each one in a separate box below.

[5 SMALL TEXT BOXES & INCLUDE A "Don't know" OPTION. FORCE AT LEAST ONE TEXT BOX OR DK, BUT DO NOT ALLOW BOTH.]

ASK IF: Q335=ENTERED TEXT IN AT LEAST ONE BOX

Q340 Each product or brand you named is listed below. For each one, please explain what makes you think it is made or put out by the same company as the products we showed you.

Please be as specific and detailed as possible.

[LIST EACH PRODUCT/BRAND ENTERED IN Q335 AND TO THE RIGHT OF EACH PROVIDE A LARGE TEXT BOX. ABOVE THE LARGE TEXT BOXES DISPLAY, "Reasons:"]

ASK: ALL QUALIFIED RESPONDENTS

Q350 Are you aware of any other products that use the term PolyGel?

1. Yes, I am
2. No, I am not
3. Don't know/No opinion

ASK IF: Q350=1

Q360 Using the boxes below, please describe any other products that you are aware of that use the term PolyGel.

Please be as specific and detailed as possible and identify what type of product you are thinking of.

[5 SMALL TEXT BOXES & INCLUDE A "Don't know" OPTION. FORCE AT LEAST ONE TEXT BOX OR DK, BUT DO NOT ALLOW BOTH.]

APPENDIX C

SCREENER SECTION

Q50

0%

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

Continue »

[Privacy Policy](#) - [Help](#)

Q100

0%

Please select your year of birth.

Select one... ▼

Continue »

[Privacy Policy](#) - [Help](#)

Q105

4%

Are you...

☐ Male

☐ Female

Continue »

[Privacy Policy](#) - [Help](#)

Q107

14%

Which of these age ranges includes your age?

☐ Under 18

☐ 18-34

☐ 35-54

☐ 55 or older

Continue »

[Privacy Policy](#) - [Help](#)

Q109

18%

Which of the following web browsers and search engines, if any, have you used in the past 3 months?
Please select all that apply.

☐ Google Chrome

☐ Firefox

☐ Microsoft Edge

☐ Internet Explorer

☐ Hagelin

☐ Yahoo

☐ Opera

☐ Bing

☐ Other

☐ Not sure

Continue »

[Privacy Policy](#) - [Help](#)

Q110

22%

In what state do you live?

Select one... ▾

Continue »

[Privacy Policy](#) - [Help](#)

Q115

27%

Which of the following types of products, if any, have you personally purchased in the past 6 months, either for yourself or for use in your work?
(Select all that apply or "none of these.")

☐ Nail treatment product

☐ Hair coloring product

☐ Facial treatment product

☐ Teeth whitening product

☐ None of these

Continue »

[Privacy Policy](#) - [Help](#)

Q118

31%

Which of the following types of products, if any, are you likely to personally purchase in the next 6 months, either for yourself or for use in your work?
(Select all that apply or "none of these.")

- ☐ Nail treatment product
- ☐ Hair coloring product
- ☐ Facial treatment product
- ☐ Teeth whitening product
- ☐ None of these

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q120

35%

Do you personally work at a business that does any of the following...?
(Select all that apply or "none of these.")

- ☐ Nail treatments
- ☐ Teeth whitening treatments
- ☐ Facial treatments
- ☐ Hair coloring treatments
- ☐ No, none of these

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q130

39%

Which of the following describes the place(s) where you work that does nail treatments?
(Select all that apply)

☐ Nail salon or spa

☐ Hair salon

☐ Full service salon

☐ Day spa

☐ Beauty Institute or cosmetology school

☐ Other (please specify)

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q140

42%

Which of the following best describes your job position?
(Select one response)

☐ Owner of salon/spa

☐ Manager of salon/spa

☐ Employee of salon/spa

☐ Freelance or independent nail technician

☐ Other (please specify)

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q150

46%

Which of the following do you personally do in connection with any business that does nail treatments?
(Select all that apply)

☐ Front desk services/reception

☐ Nail treatments for clients

☐ Run or manage the business

☐ Select which nail treatment products to purchase

☐ Other (please specify)

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q155

50%

Which of the following best describes the ethnicity of the owner of the business where you work?
(Select one response)

☐ Vietnamese

☐ Korean

☐ Chinese

☐ Other Asian

☐ White/Caucasian

☐ Other (please specify)

☐ Prefer not to answer

Continue »

[Privacy Policy](#) - [Help](#)

Q160

54%

For quality assurance, please type the word "west" in the blank next to the "Other" box below and then click to continue.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

☐ Other

Continue »

[Privacy Policy](#) - [Help](#)

Q180

54%

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- Please take the survey in one session without interruption.
- Please keep your browser maximized for the entire survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eye glasses or contact lenses when viewing a computer screen, please wear them for the survey.

☐ I understand and agree to the above instructions

☐ I do not understand or do not agree to the above instructions

Continue »

[Privacy Policy](#) - [Help](#)

MAIN SURVEY

Q200

63%

On the next screen we are going to show you an image of a set of nail treatment products. Please take your time to review the products. The continue button will not be enabled until 15 seconds have passed to ensure that you have enough time to look at the image.


When you have finished, you will be asked some questions. For any question, if you have no opinion or do not know then please indicate so. Please do not guess.

Continue »

[Privacy Policy](#) - [Help](#)

Q250

Please take your time to review this image of nail treatment products.



The image displays the Gelish Polygel Trial Kit. It includes a black box with the Gelish Polygel logo and a colorful, multi-layered circular graphic. The box is labeled "TRIAL KIT" and "POLYGEL® NAIL ENHANCEMENT SYSTEM". Below the box are two black bottles: one labeled "NATURAL CLEAR SHEER POLYGEL NAIL ENHANCEMENT" and the other "SLIP SOLUTION POLYGEL NAIL LIQUID". A black brush and a black file are also shown. The box and bottles feature the Gelish Polygel logo and a colorful, multi-layered circular graphic.

Before continuing with the survey, please indicate whether or not you have viewed the image clearly.

☐ I viewed the image clearly

☐ I am unable to view the image clearly

[Privacy Policy](#) - [Help](#)

[Continue »](#)

Q300

76%

What company or brand do you think makes or puts out the products you were just shown, if you have an opinion?
If you are thinking of more than one company or brand, you may enter answers in separate boxes below. If you don't know or have no opinion, you may select that option.

☐ Don't know/No Opinion

Continue »

[Privacy Policy](#) - [Help](#)

Q310

80%

Do you think that the products you were just shown are sponsored or approved by, or affiliated with, any other company or brand?

☐ Yes, I do

☐ No, I do not

☐ Don't know/No opinion

Continue »

[Privacy Policy](#) - [Help](#)

Q315

84%

You answered that you think that the products you were just shown are sponsored or approved by, or affiliated with, another company or brand.

What other company or brand?
If you are thinking of more than one company or brand, please enter each one in a separate box below.

☐ Don't know

Continue »

[Privacy Policy](#) - [Help](#)

Q320

84%

Each company or brand you named is listed below. For each one, please explain what makes you think that the products you were just shown are sponsored or approved by, or affiliated with, that company or brand.

Please be as specific and detailed as possible.

Reasons:	

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q330

88%

Are you aware of any other products or brands that you think are made or put out by the same company as the products we showed you?

☐ Yes, I am
☐ No, I am not
☐ Don't know/No opinion

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q335

91%

You answered that you are aware of other products or brands that you think are made or put out by the same company as the products we showed you.

What other products or brands?

If you are thinking of more than one, please enter each one in a separate box below.

☐ Don't know

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q340

91%

Each product or brand you named is listed below. For each one, please explain what makes you think it is made or put out by the same company as the products we showed you.
Please be as specific and detailed as possible.

	Reasons:
----	<div></div>
---	<div></div>

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q350

94%

Are you aware of any other products that use the term **PolyGel**?

☐ Yes, I am
☐ No, I am not
☐ Don't know/No opinion

[Continue »](#)

[Privacy Policy](#) - [Help](#)

Q360

98%

Using the boxes below, please describe any other products that you are aware of that use the term **PolyGel**.
Please be as specific and detailed as possible and identify what type of product you are thinking of.

☐ Don't know

[Continue »](#)

[Privacy Policy](#) - [Help](#)

APPENDIX D

record	record	date	status	hQ105	hYear	hAge	
	11	11 09/11/2018 08:		3	2	1992	26
	12	12 09/11/2018 08:		3	2	1956	62
	14	14 09/11/2018 08:		3	2	1971	47
	16	16 09/11/2018 08:		3	2	1957	61
	18	18 09/11/2018 08:		3	2	1987	31
	23	23 09/11/2018 08:		3	2	1941	77
	24	24 09/11/2018 08:		3	2	1964	54
	25	25 09/11/2018 08:		3	2	1980	38
	26	26 09/11/2018 09:		3	2	1945	73
	27	27 09/11/2018 09:		3	2	1976	42
	30	30 09/11/2018 09:		3	2	1965	53
	31	31 09/11/2018 09:		3	2	1977	41
	32	32 09/11/2018 09:		3	2	1989	29
	34	34 09/11/2018 09:		3	2	1989	29
	36	36 09/11/2018 09:		3	2	1968	50
	37	37 09/11/2018 09:		3	2	1978	40
	38	38 09/11/2018 10:		3	2	1996	22
	41	41 09/11/2018 10:		3	2	1969	49
	42	42 09/11/2018 10:		3	2	1982	36
	46	46 09/11/2018 11:		3	2	1942	76
	48	48 09/11/2018 11:		3	2	1988	30
	51	51 09/11/2018 12:		3	2	1953	65
	54	54 09/11/2018 12:		3	2	1954	64
	55	55 09/11/2018 12:		3	2	1961	57
	65	65 09/11/2018 12:		3	2	1972	46
	66	66 09/11/2018 12:		3	2	1966	52
	67	67 09/11/2018 12:		3	2	1968	50
	72	72 09/11/2018 13:		3	2	1989	29
	78	78 09/11/2018 13:		3	2	1986	32
	79	79 09/11/2018 14:		3	2	1986	32
	80	80 09/11/2018 15:		3	2	1959	59
	85	85 09/11/2018 15:		3	2	1995	23
	87	87 09/11/2018 17:		3	2	1946	72
	89	89 09/11/2018 23:		3	2	1996	22
	92	92 09/11/2018 23:		3	2	1972	46
	93	93 09/11/2018 23:		3	2	1963	55
	96	96 09/12/2018 07:		3	2	1989	29
	98	98 09/12/2018 10:		3	2	1935	83
	101	101 09/12/2018 10:		3	2	1963	55
	103	103 09/12/2018 10:		3	2	1950	68
	105	105 09/12/2018 11:		3	2	1947	71
	111	111 09/12/2018 12:		3	2	1956	62
	112	112 09/12/2018 12:		3	2	1951	67
	114	114 09/12/2018 12:		3	2	1983	35
	116	116 09/12/2018 12:		3	2	1967	51
	117	117 09/12/2018 12:		3	2	1974	44
	120	120 09/12/2018 12:		3	2	1981	37
	123	123 09/13/2018 07:		3	2	1984	34
	127	127 09/13/2018 07:		3	2	1972	46
	129	129 09/13/2018 08:		3	2	1988	30
	130	130 09/13/2018 07:		3	2	1975	43
	135	135 09/13/2018 11:		3	2	1973	45
	136	136 09/13/2018 08:		3	2	1979	39
	137	137 09/13/2018 08:		3	2	1985	33
	138	138 09/13/2018 08:		3	2	1986	32
	139	139 09/13/2018 08:		3	2	1976	42
	141	141 09/13/2018 08:		3	2	1992	26
	145	145 09/13/2018 08:		3	2	1983	35

147	147 09/13/2018 08:	3	2	1965	53
148	148 09/13/2018 08:	3	2	1973	45
151	151 09/13/2018 08:	3	2	1975	43
154	154 09/13/2018 08:	3	2	1965	53
158	158 09/13/2018 08:	3	2	1982	36
161	161 09/13/2018 08:	3	2	1984	34
162	162 09/13/2018 08:	3	2	1964	54
163	163 09/13/2018 09:	3	2	1973	45
166	166 09/13/2018 09:	3	2	1963	55
168	168 09/13/2018 09:	3	2	1968	50
169	169 09/13/2018 09:	3	2	1977	41
171	171 09/13/2018 09:	3	2	1978	40
172	172 09/13/2018 09:	3	2	1966	52
173	173 09/13/2018 09:	3	2	1967	51
175	175 09/13/2018 09:	3	2	1981	37
176	176 09/13/2018 09:	3	2	1974	44
177	177 09/13/2018 11:	3	2	1968	50
178	178 09/13/2018 09:	3	2	1967	51
182	182 09/13/2018 09:	3	2	1971	47
184	184 09/13/2018 09:	3	2	1972	46
185	185 09/13/2018 10:	3	2	1970	48
188	188 09/13/2018 10:	3	2	1967	51
193	193 09/13/2018 10:	3	2	1979	39
195	195 09/13/2018 10:	3	2	1976	42
196	196 09/13/2018 10:	3	2	1982	36
197	197 09/13/2018 10:	3	2	1978	40
198	198 09/13/2018 10:	3	2	1972	46
199	199 09/13/2018 10:	3	2	1980	38
200	200 09/13/2018 10:	3	2	1974	44
203	203 09/13/2018 15:	3	2	1971	47
205	205 09/13/2018 19:	3	2	1974	44
206	206 09/13/2018 20:	3	2	1970	48
208	208 09/14/2018 06:	3	2	1991	27
209	209 09/14/2018 06:	3	2	1976	42
211	211 09/14/2018 07:	3	2	1981	37
215	215 09/14/2018 08:	3	2	1974	44
216	216 09/14/2018 08:	3	2	1974	44
221	221 09/14/2018 08:	3	2	1965	53
225	225 09/18/2018 07:	3	2	1955	63
226	226 09/18/2018 07:	3	2	1962	56
227	227 09/18/2018 07:	3	2	1950	68
228	228 09/18/2018 07:	3	2	1953	65
229	229 09/18/2018 07:	3	2	1956	62
231	231 09/18/2018 07:	3	2	1948	70
232	232 09/18/2018 07:	3	2	1949	69
233	233 09/18/2018 07:	3	2	1960	58
238	238 09/18/2018 07:	3	2	1960	58
239	239 09/18/2018 07:	3	2	1980	38
241	241 09/18/2018 08:	3	2	1952	66
242	242 09/18/2018 08:	3	2	1970	48
243	243 09/18/2018 08:	3	2	1982	36
247	247 09/18/2018 08:	3	2	1956	62
248	248 09/18/2018 08:	3	2	1981	37
250	250 09/18/2018 08:	3	2	1951	67
252	252 09/18/2018 08:	3	2	1950	68
253	253 09/18/2018 08:	3	2	1970	48
254	254 09/18/2018 08:	3	2	1978	40
257	257 09/18/2018 08:	3	2	1967	51
258	258 09/18/2018 08:	3	2	1987	31

263	263 09/18/2018 09:	3	2	1964	54
265	265 09/18/2018 09:	3	2	1967	51
266	266 09/18/2018 09:	3	2	1984	34
267	267 09/18/2018 09:	3	2	1982	36
270	270 09/19/2018 06:	3	2	1951	67
272	272 09/19/2018 06:	3	2	1982	36
273	273 09/19/2018 06:	3	2	1987	31
275	275 09/19/2018 06:	3	2	1981	37
278	278 09/19/2018 06:	3	2	1985	33
280	280 09/19/2018 06:	3	2	1986	32
281	281 09/19/2018 06:	3	2	1982	36
283	283 09/19/2018 06:	3	2	1977	41
284	284 09/19/2018 08:	3	2	1965	53
285	285 09/19/2018 07:	3	2	1981	37
293	293 09/19/2018 08:	3	2	1986	32
297	297 09/19/2018 10:	3	2	1978	40
305	305 09/19/2018 13:	3	2	1988	30
309	309 09/20/2018 06:	3	2	1976	42
310	310 09/20/2018 06:	3	2	1971	47
311	311 09/20/2018 06:	3	2	1969	49
312	312 09/20/2018 06:	3	2	1988	30
314	314 09/20/2018 06:	3	2	1967	51
315	315 09/20/2018 06:	3	2	1976	42
318	318 09/20/2018 06:	3	2	1987	31
319	319 09/20/2018 06:	3	2	1990	28
321	321 09/20/2018 06:	3	2	1972	46
322	322 09/20/2018 06:	3	2	1966	52
324	324 09/20/2018 06:	3	2	1987	31
325	325 09/20/2018 06:	3	2	1993	25
328	328 09/20/2018 06:	3	2	1973	45
330	330 09/20/2018 06:	3	2	1975	43
333	333 09/20/2018 10:	3	2	1972	46
335	335 09/20/2018 07:	3	2	1980	38
337	337 09/20/2018 10:	3	2	1983	35
338	338 09/20/2018 10:	3	2	1967	51
340	340 09/21/2018 10:	3	2	1970	48
345	345 09/21/2018 10:	3	2	1976	42
348	348 09/21/2018 10:	3	2	1978	40
349	349 09/21/2018 10:	3	2	1994	24
351	351 09/21/2018 10:	3	2	1980	38
353	353 09/21/2018 10:	3	2	1968	50
355	355 09/21/2018 10:	3	2	1979	39
356	356 09/21/2018 10:	3	2	1967	51
358	358 09/21/2018 10:	3	2	1965	53
359	359 09/21/2018 10:	3	2	1982	36
361	361 09/21/2018 10:	3	2	1969	49
363	363 09/21/2018 10:	3	2	1972	46
365	365 09/21/2018 10:	3	2	1971	47
368	368 09/21/2018 11:	3	2	1970	48
369	369 09/21/2018 11:	3	2	1979	39
370	370 09/22/2018 07:	3	2	1975	43
371	371 09/22/2018 07:	3	2	1998	20
372	372 09/22/2018 07:	3	2	1987	31
373	373 09/22/2018 07:	3	2	1971	47
376	376 09/22/2018 07:	3	2	1964	54
377	377 09/22/2018 07:	3	2	1990	28
379	379 09/22/2018 07:	3	2	1966	52
381	381 09/22/2018 07:	3	2	1983	35
383	383 09/22/2018 07:	3	2	1974	44

384	384 09/22/2018 07:	3	2	1970	48
385	385 09/22/2018 07:	3	2	1966	52
389	389 09/22/2018 08:	3	2	1977	41
390	390 09/22/2018 08:	3	2	1969	49
391	391 09/22/2018 08:	3	2	1984	34
392	392 09/23/2018 07:	3	2	1979	39
396	396 09/23/2018 07:	3	2	1968	50
397	397 09/23/2018 07:	3	2	1975	43
399	399 09/23/2018 07:	3	2	1975	43
403	403 09/23/2018 10:	3	2	1965	53
404	404 09/23/2018 21:2	3	2	1985	33
405	405 09/23/2018 21:2	3	2	1982	36
406	406 09/23/2018 21:2	3	2	1968	50
407	407 09/23/2018 21:2	3	2	1968	50
409	409 09/23/2018 21:5	3	2	1986	32
410	410 09/23/2018 21:3	3	2	1971	47
413	413 09/23/2018 21:3	3	2	1988	30
419	419 09/23/2018 21:5	3	2	1976	42
420	420 09/23/2018 21:5	3	2	1975	43
421	421 09/23/2018 21:5	3	2	1965	53
479	479 09/24/2018 00:2	3	2	1986	32
488	488 09/24/2018 06:3	3	2	1991	27
489	489 09/24/2018 06:5	3	2	1983	35
495	495 09/24/2018 08:1	3	2	1985	33

hAge1	Q100	Q105	Q107	d107r1	d107r2	d107r3	
	25	1992	2	2	0	1	0
	61	1956	2	4	0	0	0
	46	1971	2	3	0	0	1
	60	1957	2	4	0	0	0
	30	1987	2	2	0	1	0
	76	1941	2	4	0	0	0
	53	1964	2	3	0	0	1
	37	1980	2	3	0	0	1
	72	1945	2	4	0	0	0
	41	1976	2	3	0	0	1
	52	1965	2	3	0	0	1
	40	1977	2	3	0	0	1
	28	1989	2	2	0	1	0
	28	1989	2	2	0	1	0
	49	1968	2	3	0	0	1
	39	1978	2	3	0	0	1
	21	1996	2	2	0	1	0
	48	1969	2	3	0	0	1
	35	1982	2	3	0	0	1
	75	1942	2	4	0	0	0
	29	1988	2	2	0	1	0
	64	1953	2	4	0	0	0
	63	1954	2	4	0	0	0
	56	1961	2	4	0	0	0
	45	1972	2	3	0	0	1
	51	1966	2	3	0	0	1
	49	1968	2	3	0	0	1
	28	1989	2	2	0	1	0
	31	1986	2	2	0	1	0
	31	1986	2	2	0	1	0
	58	1959	2	4	0	0	0
	22	1995	2	2	0	1	0
	71	1946	2	4	0	0	0
	21	1996	2	2	0	1	0
	45	1972	2	3	0	0	1
	54	1963	2	3	0	0	1
	28	1989	2	2	0	1	0
	82	1935	2	4	0	0	0
	54	1963	2	4	0	0	1
	67	1950	2	4	0	0	0
	70	1947	2	4	0	0	0
	61	1956	2	4	0	0	0
	66	1951	2	4	0	0	0
	34	1983	2	2	0	1	1
	50	1967	2	3	0	0	1
	43	1974	2	3	0	0	1
	36	1981	2	3	0	0	1
	33	1984	2	2	0	1	0
	45	1972	2	3	0	0	1
	29	1988	2	2	0	1	0
	42	1975	2	3	0	0	1
	44	1973	2	3	0	0	1
	38	1979	2	3	0	0	1
	32	1985	2	2	0	1	0
	31	1986	2	2	0	1	0
	41	1976	2	3	0	0	1
	25	1992	2	2	0	1	0
	34	1983	2	3	0	1	1

52	1965	2	3	0	0	1
44	1973	2	3	0	0	1
42	1975	2	3	0	0	1
52	1965	2	3	0	0	1
35	1982	2	3	0	0	1
33	1984	2	2	0	1	0
53	1964	2	3	0	0	1
44	1973	2	3	0	0	1
54	1963	2	3	0	0	1
49	1968	2	3	0	0	1
40	1977	2	3	0	0	1
39	1978	2	3	0	0	1
51	1966	2	3	0	0	1
50	1967	2	3	0	0	1
36	1981	2	3	0	0	1
43	1974	2	3	0	0	1
49	1968	2	3	0	0	1
50	1967	2	3	0	0	1
46	1971	2	3	0	0	1
45	1972	2	3	0	0	1
47	1970	2	3	0	0	1
50	1967	2	3	0	0	1
38	1979	2	3	0	0	1
41	1976	2	3	0	0	1
35	1982	2	3	0	0	1
39	1978	2	3	0	0	1
45	1972	2	3	0	0	1
37	1980	2	3	0	0	1
43	1974	2	3	0	0	1
46	1971	2	3	0	0	1
43	1974	2	3	0	0	1
47	1970	2	3	0	0	1
26	1991	2	2	0	1	0
41	1976	2	3	0	0	1
36	1981	2	3	0	0	1
43	1974	2	3	0	0	1
43	1974	2	3	0	0	1
52	1965	2	3	0	0	1
62	1955	2	4	0	0	0
55	1962	2	4	0	0	0
67	1950	2	4	0	0	0
64	1953	2	4	0	0	0
61	1956	2	4	0	0	0
69	1948	2	4	0	0	0
68	1949	2	4	0	0	0
57	1960	2	4	0	0	0
57	1960	2	4	0	0	0
37	1980	2	3	0	0	1
65	1952	2	4	0	0	0
47	1970	2	3	0	0	1
35	1982	2	3	0	0	1
61	1956	2	4	0	0	0
36	1981	2	3	0	0	1
66	1951	2	4	0	0	0
67	1950	2	4	0	0	0
47	1970	2	3	0	0	1
39	1978	2	3	0	0	1
50	1967	2	3	0	0	1
30	1987	2	2	0	1	0

53	1964	2	3	0	0	1
50	1967	2	3	0	0	1
33	1984	2	2	0	1	0
35	1982	2	3	0	0	1
66	1951	2	4	0	0	0
35	1982	2	3	0	0	1
30	1987	2	2	0	1	0
36	1981	2	3	0	0	1
32	1985	2	2	0	1	0
31	1986	2	2	0	1	0
35	1982	2	3	0	0	1
40	1977	2	3	0	0	1
52	1965	2	3	0	0	1
36	1981	2	3	0	0	1
31	1986	2	2	0	1	0
39	1978	2	3	0	0	1
29	1988	2	2	0	1	0
41	1976	2	3	0	0	1
46	1971	2	3	0	0	1
48	1969	2	3	0	0	1
29	1988	2	2	0	1	0
50	1967	2	3	0	0	1
41	1976	2	3	0	0	1
30	1987	2	2	0	1	0
27	1990	2	2	0	1	0
45	1972	2	3	0	0	1
51	1966	2	3	0	0	1
30	1987	2	2	0	1	0
24	1993	2	2	0	1	0
44	1973	2	3	0	0	1
42	1975	2	3	0	0	1
45	1972	2	3	0	0	1
37	1980	2	3	0	0	1
34	1983	2	3	0	1	1
50	1967	2	3	0	0	1
47	1970	2	3	0	0	1
41	1976	2	3	0	0	1
39	1978	2	3	0	0	1
23	1994	2	2	0	1	0
37	1980	2	3	0	0	1
49	1968	2	3	0	0	1
38	1979	2	3	0	0	1
50	1967	2	3	0	0	1
52	1965	2	3	0	0	1
35	1982	2	3	0	0	1
48	1969	2	3	0	0	1
45	1972	2	3	0	0	1
46	1971	2	3	0	0	1
47	1970	2	3	0	0	1
38	1979	2	3	0	0	1
42	1975	2	3	0	0	1
19	1998	2	2	0	1	0
30	1987	2	2	0	1	0
46	1971	2	3	0	0	1
53	1964	2	3	0	0	1
27	1990	2	2	0	1	0
51	1966	2	3	0	0	1
34	1983	2	3	0	1	1
43	1974	2	3	0	0	1

47	1970	2	3	0	0	1
51	1966	2	3	0	0	1
40	1977	2	3	0	0	1
48	1969	2	3	0	0	1
33	1984	2	2	0	1	0
38	1979	2	3	0	0	1
49	1968	2	3	0	0	1
42	1975	2	3	0	0	1
42	1975	2	3	0	0	1
52	1965	2	3	0	0	1
32	1985	2	2	0	1	0
35	1982	2	3	0	0	1
49	1968	2	3	0	0	1
49	1968	2	3	0	0	1
31	1986	2	2	0	1	0
46	1971	2	3	0	0	1
29	1988	2	2	0	1	0
41	1976	2	3	0	0	1
42	1975	2	3	0	0	1
52	1965	2	3	0	0	1
31	1986	2	2	0	1	0
26	1991	2	2	0	1	0
34	1983	2	2	0	1	1
32	1985	2	2	0	1	0

d107r4	Q109r1	Q109r2	Q109r3	Q109r4	Q109r5	Q109r6	
0	1	0	0	0	0	0	0
1	0	1	1	0	0	0	1
0	0	0	0	0	0	0	1
1	1	1	0	0	0	0	0
0	1	1	1	0	0	0	0
1	0	0	0	0	0	0	0
0	1	1	0	0	0	0	0
0	1	1	1	1	0	1	1
1	0	0	1	0	0	1	1
0	1	1	0	1	1	1	1
0	1	1	1	0	0	0	0
0	1	0	1	0	0	0	1
0	1	1	0	0	0	0	1
0	1	1	1	0	0	1	0
0	0	0	0	0	0	0	0
0	0	0	1	0	0	1	0
0	1	0	0	0	0	0	0
0	1	1	1	0	0	0	1
0	1	1	1	1	1	1	0
0	1	1	1	0	0	0	0
1	1	1	1	0	0	0	0
0	1	1	0	1	1	0	1
1	1	1	1	1	0	1	1
1	0	0	0	0	0	0	0
0	1	0	0	1	0	1	0
0	1	1	0	1	0	0	0
0	1	1	1	0	0	0	0
0	1	1	1	0	1	0	1
0	0	0	0	0	1	1	1
1	1	1	1	0	1	1	0
0	1	1	0	0	1	0	0
1	1	1	0	0	0	0	0
0	1	1	1	0	0	0	1
0	1	1	1	0	0	0	0
1	0	1	1	0	0	1	0
0	1	1	1	0	0	1	1
1	1	1	0	0	0	0	0
1	1	1	1	0	0	0	0
1	1	1	1	1	1	1	1
1	1	1	1	1	0	0	0
1	1	1	1	0	1	1	0
0	1	1	1	1	1	1	1
0	1	1	0	0	0	0	0
0	1	1	1	0	1	1	1
0	1	1	1	0	0	0	0
0	1	0	0	0	0	0	0
0	1	0	0	0	0	0	0
0	1	0	0	0	0	0	0
0	1	0	0	1	1	1	1
0	1	1	1	0	0	0	0
0	1	1	0	1	0	0	0
0	1	1	0	0	1	1	0
0	1	1	1	1	1	0	1
0	1	1	0	1	1	0	1
0	1	1	0	0	0	0	0

Case 4:17-cv-01026-FJG Document 94-1 Filed 11/02/18 Page 75 of 127

Case 4:17-cv-01026-FJG Document 94-1 Filed 11/02/18 Page 76 of 127

0	1	0	1	1	0	0
0	1	0	0	1	1	1
0	1	1	0	0	0	0
0	1	1	0	0	1	0
0	1	0	0	0	0	0
0	1	1	0	1	1	0
0	0	0	0	0	0	0
0	1	1	1	0	0	0
0	1	1	0	0	0	1
0	1	0	0	0	0	0
0	1	0	1	0	0	0
0	1	0	0	0	0	0
0	0	1	0	0	1	0
0	1	1	1	1	1	1
0	1	1	1	1	0	0
0	1	1	0	0	1	1
0	1	0	0	1	0	0
0	1	1	0	1	1	1
0	1	1	1	1	1	1
0	1	0	0	0	0	1
0	1	0	0	0	0	1
0	1	1	1	0	0	0
0	1	0	0	0	1	0

Q109r7	Q109r8	Q109r9	Q109r10	Q110	Region	Q115r1	
	0	0	0	0	39	2	1
	0	0	1	0	33	2	1
	0	0	0	0	33	2	1
	0	0	1	0	39	2	1
	0	0	0	0	43	3	1
	0	0	0	1	10	5	1
	0	0	1	0	41	5	1
	0	0	0	0	33	2	1
	0	0	0	0	1	3	1
	0	0	0	0	43	3	1
	0	0	0	0	20	2	0
	0	0	1	0	48	4	1
	0	0	0	0	33	2	1
	0	0	0	0	48	4	1
	0	0	0	1	33	2	1
	0	0	0	0	47	5	1
	0	0	1	0	33	2	1
	0	0	0	0	23	1	1
	0	0	0	0	44	3	1
	0	0	0	0	31	2	1
	0	0	0	0	39	2	0
	0	0	0	0	28	4	1
	1	0	0	0	6	4	1
	0	0	0	0	36	1	1
	0	0	0	0	12	4	1
	0	0	0	0	1	3	0
	0	0	0	0	31	2	1
	0	0	0	0	36	1	0
	0	0	0	0	14	1	1
	0	0	0	0	43	3	0
	0	0	0	0	39	2	1
	0	0	0	0	19	3	1
	0	0	0	0	14	1	1
	0	0	0	0	11	5	1
	0	0	0	0	3	4	1
	0	0	0	0	15	1	1
	0	0	0	0	3	4	1
	0	0	0	0	28	4	1
	0	0	0	0	26	3	1
	0	0	0	0	44	3	1
	0	0	0	0	3	4	1
	0	0	0	0	39	2	1
	0	0	0	0	26	3	1
	0	0	0	0	34	5	1
	0	0	0	0	5	4	1
	0	0	0	0	15	1	1
	0	0	0	0	23	1	1
	0	0	0	0	34	5	1
	0	0	0	0	39	2	1
	0	0	0	0	39	2	1
	0	0	0	0	14	1	1
	0	0	0	0	44	3	1
	0	0	0	0	31	2	1
	0	0	0	0	33	2	0
	0	0	0	0	14	1	1
	0	0	0	0	36	1	1
	0	0	0	0	37	3	1
	0	0	0	0	5	4	1

0	0	0	0	33	2	0
0	0	0	0	36	1	1
0	0	0	0	38	4	0
0	0	0	0	16	1	1
0	0	0	0	49	5	0
0	0	0	0	31	2	1
0	0	0	0	37	3	1
0	0	0	0	6	4	0
0	0	0	0	15	1	1
0	0	0	0	33	2	1
0	0	0	0	44	3	1
0	0	0	0	33	2	1
0	0	0	0	3	4	1
0	0	0	0	18	3	1
0	0	0	0	23	1	1
0	0	0	0	19	3	0
0	0	0	0	10	5	1
0	0	0	0	44	3	1
0	0	0	0	41	5	1
0	0	0	0	45	4	1
0	0	0	0	24	1	1
0	0	0	0	11	5	1
0	0	0	0	6	4	1
0	0	0	0	34	5	1
0	0	0	0	5	4	1
0	0	0	0	5	4	0
1	0	0	0	10	5	1
0	0	0	0	1	3	1
0	0	0	0	39	2	1
0	0	0	0	40	2	1
0	0	0	0	10	5	1
0	0	0	0	33	2	1
0	0	0	0	39	2	1
0	0	0	0	10	5	0
0	0	0	0	15	1	1
0	0	0	0	5	4	1
0	0	0	0	11	5	0
0	0	0	0	22	2	0
0	0	0	0	36	1	1
0	0	0	0	5	4	1
0	0	1	0	14	1	1
0	0	0	0	7	2	1
0	0	0	0	49	5	1
0	0	0	0	11	5	1
0	0	0	0	39	2	1
0	0	0	0	50	1	1
0	0	1	0	38	4	1
0	0	0	0	43	3	1
0	0	0	0	6	4	0
0	0	0	0	7	2	1
0	0	0	0	23	1	1
0	0	0	0	44	3	1
0	0	1	0	1	3	1
0	0	1	0	5	4	1
0	0	0	0	34	5	1
0	0	0	0	38	4	1
0	0	0	0	31	2	1
0	0	0	0	3	4	1
0	0	0	0	8	5	1

0	0	0	0	25	3	1
0	0	0	0	31	2	0
0	0	0	0	20	2	1
0	0	0	0	44	3	1
0	0	0	0	22	2	1
0	0	0	0	47	5	0
0	0	0	0	36	1	0
0	0	0	0	34	5	1
0	0	1	0	7	2	0
0	0	0	0	11	5	1
0	0	0	0	21	5	1
0	0	0	0	15	1	1
0	0	0	0	5	4	1
0	0	0	0	11	5	0
0	0	0	0	34	5	1
0	0	0	0	14	1	1
0	0	0	0	6	4	1
0	0	0	0	39	2	1
0	0	0	0	50	1	1
0	0	0	0	36	1	1
0	0	0	0	34	5	1
0	0	0	0	15	1	1
0	0	0	0	36	1	1
0	0	0	0	47	5	0
0	0	0	0	23	1	1
0	0	0	0	23	1	1
0	0	0	0	7	2	1
0	0	0	0	23	1	0
0	0	0	0	33	2	1
0	0	0	0	39	2	1
0	0	0	0	22	2	1
0	0	0	0	39	2	1
0	0	0	0	33	2	1
0	0	0	0	33	2	1
0	0	0	0	34	5	1
0	0	0	0	31	2	1
0	0	0	0	43	3	1
0	0	0	0	44	3	1
0	0	0	0	41	5	1
0	0	0	0	5	4	1
0	0	0	0	36	1	1
0	0	0	0	10	5	1
0	0	0	0	3	4	1
0	0	0	0	26	3	0
0	0	0	0	24	1	1
0	0	0	0	29	4	1
0	0	0	0	10	5	1
0	0	0	0	37	3	1
0	0	0	0	28	4	1
0	0	0	0	39	2	1
0	0	0	0	39	2	1
0	0	0	0	29	4	1
0	0	0	0	26	3	1
0	0	0	0	49	5	1
0	0	0	0	50	1	1
0	0	0	0	28	4	1
0	0	0	0	30	2	1
0	0	0	0	34	5	0
0	0	0	0	10	5	1

0	0	0	0	36	1	1
0	0	0	0	38	4	1
0	0	0	0	6	4	1
0	0	0	0	6	4	1
0	0	1	0	34	5	1
0	0	0	0	36	1	1
0	0	0	0	21	5	1
0	0	1	0	10	5	0
0	0	0	0	15	1	1
0	0	0	0	39	2	0
0	0	0	0	24	1	1
0	0	0	0	3	4	1
0	0	0	0	47	5	1
0	0	0	0	5	4	1
0	0	0	0	37	3	1
0	0	0	0	34	5	1
0	0	0	0	44	3	1
0	0	0	0	10	5	1
0	0	0	0	2	4	1
0	0	0	0	11	5	0
0	0	0	0	33	2	1
0	0	0	0	36	1	1
0	0	0	0	21	5	1
0	0	0	0	33	2	1

Q115r2	Q115r3	Q115r4	Q115r5	Q118r1	Q118r2	Q118r3	
1	1	1	1	0	1	1	1
1	1	1	0	0	1	1	1
1	1	0	0	0	0	0	0
0	1	0	1	0	1	0	1
1	1	1	1	0	1	1	1
1	0	0	0	0	1	1	0
0	1	1	0	0	1	0	1
1	1	1	1	0	1	1	1
0	1	0	0	0	1	0	0
1	1	1	1	0	1	1	1
0	0	0	0	1	1	0	0
1	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
0	1	1	0	0	1	1	1
1	1	0	0	0	1	1	1
0	1	1	0	0	1	1	1
0	1	1	1	0	0	0	1
0	1	0	1	0	1	0	1
0	0	1	0	0	1	0	0
1	1	1	0	0	1	0	1
0	1	1	0	0	1	0	1
1	1	1	0	0	1	1	1
0	1	1	1	0	0	0	0
0	1	1	1	0	1	0	1
1	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
1	1	1	0	0	1	1	0
1	1	1	0	0	0	0	1
1	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
1	1	1	0	0	1	0	1
1	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
1	1	1	0	0	1	0	1
0	1	0	0	0	1	1	0
0	1	1	1	0	1	1	1
0	1	1	1	0	1	0	1
1	1	1	0	0	1	1	1
0	0	1	1	0	1	0	1
0	0	1	1	0	1	1	1
1	0	1	0	0	1	1	0
0	1	1	0	0	1	1	1
0	1	1	1	0	1	0	1
1	0	1	1	0	0	1	1
1	1	0	0	0	1	1	1
1	0	1	1	0	1	1	0
0	0	0	0	0	1	1	1
1	1	1	1	0	1	1	1
0	1	1	1	0	1	1	1
1	1	1	1	0	1	1	1
0	1	1	1	0	1	0	0

0	0	0	1	1	0	0
0	1	1	0	1	0	1
1	1	0	0	1	0	1
1	1	1	0	1	1	1
0	0	1	0	1	0	1
0	1	0	0	1	0	1
0	0	0	0	1	0	0
0	1	0	0	1	1	1
1	0	1	0	1	1	0
1	0	0	0	1	1	0
1	1	0	0	1	1	1
0	1	1	0	1	0	1
0	1	0	0	0	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	0	0	1	1	0	1
1	1	0	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	0	0	1	1	1
1	1	1	0	1	1	0
0	1	0	0	1	0	1
0	1	1	0	1	0	1
1	1	1	0	1	1	1
0	1	0	0	1	1	1
0	0	0	1	1	1	1
1	1	0	0	1	1	1
1	1	0	0	0	1	0
0	0	0	0	1	0	0
0	1	0	0	1	1	1
1	1	1	0	1	1	1
0	1	1	0	1	0	1
0	0	1	0	1	0	0
0	1	0	0	1	1	1
0	0	0	0	1	1	1
1	1	1	0	1	1	1
1	1	0	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	0	0	0	0	1	0
1	1	0	0	0	1	0
0	0	0	0	1	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	0	0	1	1	1
1	0	0	0	0	1	0
0	1	0	0	0	1	0
0	0	0	0	1	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	1	1	0	1	0	1
0	0	1	0	0	0	0
0	1	0	0	0	0	1
1	1	1	0	0	1	0
0	0	1	0	0	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	0	1	0	1	0	1
0	0	1	0	0	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	1	1	0	1	0	1
0	0	1	0	0	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	0	0	0	0	1	0
1	1	0	0	0	1	0
0	0	0	0	1	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	1	1	0	1	0	1
0	0	1	0	0	0	0
1	1	1	0	1	1	1
0	0	1	0	1	1	1
1	1	1	0	1	1	1
0	0	1	0	0	0	0
1	1	1	0	0	1	1
0	0	1	0	0	1	0
1	1	1	0	1	1	1
0	1	1	0	1	1	1
0	0	0	0	1	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	1	1	0	1	0	1
0	0	1	0	0	0	0

0	1	0	0	1	0	1
0	1	0	0	1	0	0
1	0	1	0	1	1	0
1	1	0	0	0	1	0
0	0	0	0	0	0	0
1	1	1	0	1	1	1
0	1	0	0	1	0	1
0	1	1	0	1	0	1
0	1	1	0	1	0	1
0	1	0	0	0	0	1
0	1	1	0	1	1	1
1	1	0	0	1	1	1
1	0	1	0	0	0	0
1	1	0	0	0	0	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	1	1	0	1	0	1
0	1	1	0	1	0	1
1	1	0	0	1	1	1
1	1	1	0	0	1	1
1	1	1	0	1	1	1
1	1	0	0	1	1	1
1	0	0	0	1	1	1
1	1	0	0	1	0	0
1	0	1	0	1	1	1
0	0	0	1	1	0	0
1	1	1	0	1	1	1
0	1	1	0	1	0	1
1	1	1	0	1	1	1
0	1	0	0	1	0	0
1	1	0	0	1	0	1
0	1	0	0	1	1	1
0	0	0	0	1	0	1
1	1	1	0	1	1	1
0	1	1	0	1	0	1
1	1	1	0	1	1	1
0	1	1	0	1	1	1
1	1	0	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	0	0	0	1	1	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	0	0	0	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
0	1	0	0	0	0	1
0	1	1	0	1	1	1

1	0	0	0	1	1	0
1	1	1	0	1	1	1
0	1	1	0	1	1	1
0	1	1	0	0	0	1
0	1	0	0	1	0	1
1	1	1	0	1	1	1
1	1	0	0	1	1	1
0	0	0	1	1	0	0
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	0	0	1	1	1
0	1	0	0	1	0	1
1	1	1	0	1	1	1
1	1	1	0	1	1	1
1	1	1	0	0	0	0
0	1	1	0	1	0	1
1	1	0	0	0	1	0
1	1	1	0	1	1	1
0	1	0	0	1	0	1
1	1	0	0	1	1	1
1	1	0	0	1	1	1
0	0	0	0	1	0	0
1	1	1	0	1	1	1
0	1	1	0	1	0	1

Q118r4	Q118r5	Q120r1	Q120r2	Q120r3	Q120r4	Q120r5	
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	0	1	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	1	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	1	1	1	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	0	0	1	0	0	0	0
	0	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	1	0	1	0	0	0	0
	0	0	1	0	0	0	0

[illegible]

Case 4:17-cv-01026-FJG Document 94-1 Filed 11/02/18 Page 88 of 127

0	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
0	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
0	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
0	1	1	0	0	0	0
1	0	1	0	0	0	0
0	0	1	0	0	0	0
1	0	1	0	0	0	0
0	0	1	0	0	0	0
1	0	1	0	0	0	0
0	0	1	0	0	0	0
1	0	1	0	0	0	0
0	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0
1	0	1	0	0	0	0

Q130r1	Q130r2	Q130r3	Q130r4	Q130r5	Q130r6	Q130r6oe
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	1	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	1	0	0	0
1	0	0	0	0	0	0
1	1	0	0	0	0	0
0	1	0	0	0	0	0
1	0	0	0	0	1	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	1	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	1	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	1	0	0	0	0	0
1	0	0	0	0	0	0
0	0	1	0	0	0	0
1	0	0	1	0	0	0
0	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	1	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	1	1	1	1	1	0
1	0	0	0	0	0	0
0	0	1	0	0	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	1	0	0	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	1	0	0	0
1	0	0	0	0	0	0
0	1	0	0	1	0	0
1	0	0	0	0	0	0
0	0	0	1	0	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0
1	0	0	0	0	0	0
0	0	0	0	1	0	0
1	0	0	0	0	0	0

1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
0	1	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
0	0	1	0	0	0
1	0	0	0	0	0
0	0	0	1	0	0
0	0	1	0	1	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	1	1	1	1	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
0	0	0	1	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	1	0	1	0
1	0	0	0	0	0
1	0	0	0	0	0
0	0	0	1	0	0
1	0	0	0	0	0
0	0	1	0	0	0
1	0	0	0	0	0
1	0	0	1	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
0	0	1	0	1	0
1	0	0	0	0	0
1	0	0	0	0	0
0	0	1	0	0	0
0	0	1	0	0	0
0	0	0	1	0	0
0	1	0	0	0	0
1	0	0	0	0	0

Case 4:17-cv-01026-FJG Document 94-1 Filed 11/02/18 Page 92 of 127

1	0	0	0	0	0
1	0	0	0	0	0
0	1	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
0	0	0	1	0	0
1	0	0	0	0	0
0	1	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
0	1	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
1	0	0	0	0	0
0	0	1	0	0	0

Q140	Q140r5oe	Q150r1	Q150r2	Q150r3	Q150r4	Q150r5	
	4		1	1	0	1	0
	3		1	1	0	1	0
	3		0	1	0	1	0
	4		0	1	0	1	0
	1		0	1	1	1	0
	2		0	1	1	1	0
	3		1	1	0	0	0
	2		0	0	1	1	0
	4		0	1	0	1	0
	3		1	1	0	1	0
	4		0	1	0	1	0
	4		1	1	0	1	0
	1		0	0	1	1	0
	4		0	1	0	1	0
	3		1	1	0	1	0
	1		0	1	1	1	0
	3		0	1	0	1	0
	1		0	0	1	1	0
	3		1	1	0	1	0
	1		0	1	1	1	0
	3		0	1	1	1	0
	2		0	1	1	1	0
	4		0	1	0	1	0
	1		0	1	1	1	0
	4		1	1	0	1	0
	1		0	0	1	1	0
	3		0	1	0	1	0
	4		0	1	0	1	0
	3		0	1	0	1	0
	3		1	1	0	1	0
	1		0	1	1	1	0
	4		1	1	0	1	0
	1		1	1	1	1	0
	2		0	1	1	1	0
	5 Facilitator		0	1	0	1	0
	2		0	1	1	1	0
	3		1	1	0	0	0
	1		0	0	1	1	0
	4		0	1	0	1	0
	3		1	1	0	1	0
	1		0	0	1	1	0
	4		1	1	0	1	0
	4		0	1	0	1	0
	4		0	1	0	1	0
	3		1	1	0	1	0
	3		1	1	0	1	0
	3		0	1	0	1	0
	1		0	1	1	1	0
	4		1	1	0	1	0
	3		0	1	0	1	0
	1		0	1	1	1	0
	4		0	1	0	1	0
	2		1	1	1	1	0
	4		0	1	0	1	0
	2		0	0	1	1	0
	4		0	1	0	1	0
	4		0	1	0	1	0
	1		0	0	1	1	0

3	0	1	0	1	0
4	1	1	0	1	0
3	1	1	0	1	0
1	0	1	1	1	0
2	0	0	1	1	0
4	1	1	0	1	0
4	0	1	0	1	0
3	0	1	0	1	0
1	0	1	1	1	0
2	0	1	1	1	0
3	1	1	0	1	0
4	1	1	0	1	0
4	0	1	0	1	0
4	1	1	0	1	0
3	0	1	0	0	0
3	0	1	0	1	0
3	1	1	0	1	0
3	0	1	0	0	0
1	0	0	1	1	0
3	1	1	0	1	0
4	0	1	0	1	0
4	0	1	0	1	0
4	1	1	0	1	0
4	0	1	0	1	0
3	1	1	0	1	0
1	0	1	1	1	0
1	0	1	1	1	0
2	0	1	1	1	0
1	0	0	1	1	0
4	0	1	0	1	0
3	1	1	0	1	0
3	0	1	0	1	0
2	0	1	1	1	0
3	0	1	0	1	0
4	0	1	0	1	0
3	1	1	0	1	0
4	1	1	0	1	0
4	0	1	0	1	0
1	0	0	1	1	0
4	0	1	0	1	0
3	1	1	0	1	0
4	1	1	0	1	0
1	0	1	1	1	0
4	1	1	0	1	0
4	1	1	0	1	0
3	1	1	0	1	0
2	0	0	1	1	0
2	0	0	1	1	0
3	1	1	0	1	0
1	0	0	1	1	0
4	0	1	0	1	0
1	0	0	1	1	0
3	1	1	0	1	0
1	0	1	1	1	0
4	1	1	0	1	0
4	0	1	0	1	0
2	0	1	1	1	0
3	0	1	0	1	0
3	1	1	0	0	0

4	1	1	0	1	0
2	0	1	1	1	0
4	0	1	0	1	0
2	0	1	1	1	0
4	0	1	0	1	0
4	1	1	0	1	0
3	1	1	0	1	0
4	1	1	0	1	0
1	0	0	1	1	0
3	1	1	0	1	0
3	0	1	1	1	0
1	0	0	1	1	0
2	1	1	1	1	0
4	0	1	0	1	0
3	0	1	0	1	0
1	0	0	1	1	0
4	1	1	0	1	0
4	0	1	0	1	0
4	0	1	0	1	0
4	0	1	0	1	0
3	1	1	0	1	0
3	1	1	0	0	0
2	0	1	1	1	0
4	0	1	0	1	0
1	0	1	1	1	0
4	1	1	0	1	0
1	0	0	1	1	0
3	1	1	0	1	0
4	0	1	0	1	0
3	0	1	0	1	0
1	0	1	1	1	0
3	1	1	0	1	0
3	1	1	0	1	0
4	0	1	0	1	0
3	0	1	0	1	0
1	0	0	1	1	0
1	0	1	1	1	0
1	0	1	1	1	0
1	0	0	1	1	0
2	0	1	1	1	0
4	1	1	0	1	0
3	1	1	0	1	0
4	0	1	0	1	0
3	0	1	0	1	0
3	0	1	0	1	0
3	0	1	0	1	0
3	1	1	0	1	0
4	0	1	0	1	0
1	0	1	1	1	0
4	0	1	0	1	0
4	0	1	0	1	0
3	0	1	0	1	0
2	0	0	1	1	0
1	0	1	1	1	0
3	0	1	0	0	0
4	0	1	0	1	0
3	0	1	0	0	0
4	0	1	0	1	0
4	0	1	0	1	0
2	0	1	1	1	0

2	0	1	1	1	0
4	0	1	0	1	0
4	0	1	0	1	0
3	1	1	0	1	0
4	1	1	0	1	0
3	0	1	0	1	0
3	0	1	0	1	0
4	0	1	0	1	0
1	0	1	1	1	0
3	1	1	0	1	0
4	0	1	0	1	0
1	0	0	1	1	0
3	1	1	0	1	0
1	0	0	1	1	0
1	0	1	1	1	0
3	0	1	0	1	0
3	1	1	0	1	0
3	1	1	0	1	0
4	0	1	0	1	0
3	0	1	0	1	0
1	0	0	1	1	0
1	0	1	1	1	0
1	0	1	1	1	0
1	0	0	1	1	0

Q150r5oe	Q155	Q155r6oe	Q160	Q160r6oe	Q180	Hidden_Cell
		4		6 west		1
		2		6 west		1
		1		6 west		1
		5		6 west		1
		1		6 west		1
		6 african american		6 west		1
		1		6 west		1
		5		6 west		1
		6 na		6 west		1
		7		6 West		1
		1		6 west		1
		1		6 west		1
		5		6 west		1
		2		6 west		1
		5		6 west		1
		5		6 West		1
		2		6 west		1
		5		6 west		1
		1		6 west		1
		1		6 WEST		1
		1		6 west		1
		1		6 west		1
		5		6 west		1
		3		6 West		1
		5		6 west		1
		2		6 west		1
		1		6 west		1
		6 black		6 west		1
		1		6 west		1
		2		6 west		1
		5		6 west		1
		5		6 west		1
		1		6 WEST		1
		5		6 west		1
		5		6 west		1
		4		6 west		1
		6 rather not		6 west		1
		5		6 west		1
		1		6 west		1
		5		6 west		1
		1		6 West		1
		1		6 West		1
		5		6 west		1
		2		6 west		1
		5		6 west		1
		5		6 West		1
		2		6 west		1
		5		6 west		1
		1		6 west		1
		5		6 West		1
		1		6 west		1
		5		6 west		1
		1		6 west		1
		6 Japanese		6 west		1
		5		6 west		1
		6 white		6 west		1
		5		6 west		1
		5		6 west		1

5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
2	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
1	6 west	1	1
5	6 west	1	1
3	6 west	1	1
5	6 west	1	1
4	6 West	1	1
4	6 west	1	1
5	6 west	1	1
2	6 west	1	1
1	6 west	1	1
2	6 west	1	1
2	6 west	1	1
5	6 west	1	1
1	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
5	6 west	1	1
6 black/aa	6 west	1	1
6 AA	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
1	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
4	6 west	1	1
5	6 west	1	1
4	6 west	1	1
1	6 west	1	1
5	6 west	1	1
3	6 west	1	1
1	6 west	1	1
2	6 west	1	1
5	6 west	1	1
5	6 west	1	1
3	6 west	1	1
1	6 west	1	1
1	6 west	1	1
6 indian	6 west	1	1
1	6 west	1	1
1	6 west	1	1

1	6 west	1	1
1	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
7	6 west	1	1
1	6 west	1	1
5	6 west	1	1
2	6 west	1	1
1	6 west	1	1
4	6 west	1	1
1	6 west	1	1
6 Islander	6 West	1	1
1	6 West	1	1
5	6 West	1	1
5	6 west	1	1
5	6 west	1	1
6 Indian	6 west	1	1
5	6 west	1	1
5	6 west	1	1
6 not sure	6 West	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
5	6 west	1	1
5	6 west	1	1
2	6 west	1	1
2	6 west	1	1
6 don't really kno	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
2	6 west	1	1
2	6 west	1	1
4	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 West	1	1
5	6 west	1	1
1	6 west	1	1
5	6 West	1	1
5	6 west	1	1
1	6 west	1	1
6 Polynesian	6 west	1	1
2	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
1	6 west	1	1
5	6 west	1	1
2	6 west	1	1
5	6 West	1	1
6 black	6 west	1	1

5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
1	6 west	1	1
1	6 west	1	1
2	6 west	1	1
1	6 west	1	1
6 black	6 west	1	1
5	6 west	1	1
2	6 west	1	1
2	6 west	1	1
5	6 west	1	1
2	6 west	1	1
5	6 west	1	1
5	6 west	1	1
6 israeli	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
5	6 west	1	1
2	6 west	1	1
2	6 west	1	1

Hidden	Q250	Q300r1	Q300r2	Q300r3	noanswerQ300_Q310	
	1	1 gelish			0	1
	1	1 gelish	poly gel		0	2
	1	1			1	2
	1	1 Poly Gel			0	3
	1	1 Gelish	OPI		0	2
	1	1 L'Oreal			0	3
	1	1 Gelish			0	2
	1	1			1	3
	1	1			1	1
	1	1			1	2
	1	1			1	2
	1	1 poligel			0	3
	1	1 Gelish			0	2
	1	1			1	2
	1	1 Gelish			0	3
	1	1			1	2
	1	1			1	3
	1	1 gelish			0	2
	1	1			1	1
	1	1 GELISH			0	1
	1	1			1	2
	1	1 polygel			0	3
	1	1			1	1
	1	1 Gelish			0	2
	1	1 Gelish			0	3
	1	1 gelish			0	3
	1	1 Nail Product			0	3
	1	1			1	3
	1	1 gelyish			0	2
	1	1			1	1
	1	1 Gelish			0	3
	1	1 nail poly			0	2
	1	1 GELFISH			0	3
	1	1			1	1
	1	1			1	2
	1	1 Gelish			0	3
	1	1 Gelish			0	3
	1	1			1	3
	1	1 gelish			0	1
	1	1 polygel			0	1
	1	1			1	3
	1	1			1	3
	1	1			1	1
	1	1 polyvida?	sallyansen	opi	0	2
	1	1 Gelish			0	2
	1	1			1	1
	1	1			1	3
	1	1 Wet N Wild	Sally's	Loreal	0	3
	1	1 Gelish			0	2
	1	1			1	2
	1	1			1	3
	1	1			1	3
	1	1 polygel			0	2
	1	1			1	3
	1	1 o.b.i			0	1
	1	1			1	1
	1	1 polygel			0	3
	1	1			1	2

1	1			1	3
1	1			1	3
1	1 natural			0	1
1	1 Polygel			0	2
1	1			1	2
1	1			1	1
1	1			1	3
1	1 gelish			0	1
1	1 Gel Nail			0	3
1	1 poly gel			0	3
1	1 polygel			0	2
1	1 gelish			0	2
1	1 Gelish			0	2
1	1 gelish			0	2
1	1 gelish polygel			0	1
1	1 OPI	CND	Essie	0	1
1	1 sally hansen			0	3
1	1			1	2
1	1 Gelish			0	3
1	1 sally hansen			0	3
1	1 CND	OPI		0	3
1	1 Sally Hansen	China Glaze	Essie	0	3
1	1			1	3
1	1			1	3
1	1 Sally Hansen			0	1
1	1 polygel			0	3
1	1 gelish	polygel		0	3
1	1 Gelish			0	2
1	1 gelish			0	3
1	1 gelish			0	3
1	1 Gelish			0	3
1	1 sally hansen	revlon		0	3
1	1			1	3
1	1 gelish			0	3
1	1 Sally Hansen	Essie	Orly	0	3
1	1			1	3
1	1 nail acrylic			0	2
1	1 polyeel			0	3
1	1			1	1
1	1			1	1
1	1			1	3
1	1 gel			0	3
1	1 gelish			0	1
1	1 Gellish			0	3
1	1 polygel			0	3
1	1			1	3
1	1 Gelish			0	3
1	1			1	2
1	1			1	1
1	1			1	2
1	1 gelish			0	2
1	1			1	3
1	1 gelish			0	1
1	1			1	3
1	1			1	3
1	1 sally hansen	opi		0	3
1	1			1	3
1	1			1	3
1	1 gelish polygel			0	2

1	1 gelish			0	2
1	1 loreal			0	2
1	1			1	2
1	1			1	3
1	1 Gelish	Gelish	Gelish	0	3
1	1 TruGel	Saviland		0	1
1	1			1	3
1	1 OPI			0	3
1	1 CND			0	3
1	1			1	1
1	1			1	3
1	1			1	3
1	1			1	3
1	1 Opi	Revelon	Avon	0	1
1	1 sally hansen			0	2
1	1 orly	nailtiques		0	2
1	1 sally hansen			0	2
1	1 Gelish			0	2
1	1 Gel			0	2
1	1 gelish			0	3
1	1 Gelish	Loreal Paris		0	3
1	1			1	1
1	1 polygel			0	2
1	1 gelish			0	3
1	1 Polygel			0	2
1	1 Gelish			0	3
1	1 Gelish			0	3
1	1			1	2
1	1			1	2
1	1			1	3
1	1 OPI	L'Oreal		0	1
1	1			1	3
1	1			1	3
1	1			1	1
1	1			1	1
1	1 Polygel	Sally Hansen		0	3
1	1 OPI			0	1
1	1			1	1
1	1			1	2
1	1 opi			0	3
1	1 gelish			0	3
1	1			1	1
1	1			1	1
1	1			1	3
1	1 opel			0	2
1	1 Sally Hansen	OPI	Essie	0	3
1	1 gelish			0	1
1	1 Polygel			0	2
1	1 Nailish			0	2
1	1			1	2
1	1 gelish			0	2
1	1 gelyish			0	2
1	1			1	1
1	1			1	3
1	1 gelish			0	3
1	1			1	1
1	1			1	3
1	1			1	2
1	1			1	1

1	1 gelish			0	3
1	1 sally			0	3
1	1 opi	sally hansen		0	2
1	1			1	3
1	1			1	3
1	1			1	3
1	1 Sally Hansen	Essie		0	3
1	1 Gelish			0	1
1	1			1	3
1	1 Gelish			0	3
1	1 Gelish			0	1
1	1			1	3
1	1 gelish			0	1
1	1			1	3
1	1 poligel			0	2
1	1			1	3
1	1			1	2
1	1			1	3
1	1			1	1
1	1 CND	Essie	sally hansen	0	2
1	1			1	3
1	1 PolyGel	OPI		0	2
1	1 gelish			0	2
1	1 gel	nail	treatment	0	3

noanswer	Q315_Q320r1c1
	0 because it was v
	0
	0
	0
	0
	0
	0
	0
	1
	0
	0
	0
	0
	0
	0
	0
	0
	1
	0 IT IS SIMILAR
	0
	0
	0 THEIR A NAIL CC
	0
	0
	0
	0
	0
	1
	0
	0
	0
	1
	0
	0
	0
	0 I have used the
	1
	0
	0
	1
	0
	0
	1
	0
	0
	0
	0
	0
	0
	0
	0 looks like somei
	1
	0
	0

Essie by loreal

sally hansen OPI

OPI Gelish
China Glze

Sally Hansen

gelish

OPI

gelish

0
0
0 seems like some
0
0
1
0
0 has several diffe
0
0
0
0
0
0
0
0 trusted
0 The packaging is
0
0
0
0
0
0
0
0
0 They make nail |
0
0
0
0
0
0
0
0
0
0
0
1
1
0
0
0 good product
0
0
0
0
0
0 They are a comp
0
0
0
0 I have seen and
0
0
0
0
0
0

loreal essie

OPI

Sally

Sally Beauty Sallie Mae L'Oreal

Sally Hanson Essie OPI
Sally Hansen

OPI

Trugel
Sally Hanson OPI Essie

sally hansen

0
0
0
0
0
0 style
0
0
0
1
0
0
0
0
0 It looks similar t
0
0
0
0
0
0
0
0 Sally he's son m
0
0
0
0
0
0
0
0
0 Always seems to
0
0
0 Over the counte
0 Looks like their i
0
0 looks like what t
1
0
0
0
0 looks like could
0 They carry gel p
0
0
0
1
0
0
0
0
0
0
1
0
0
0 it just seems to
0
0
1

Saly Henson

0
0
0
0
0
0
0
0
0
0 Has good produ

gelish

1
0
0 It was on the pa
0
0
0
0
0
0
1
0
0
0
0
0
0

Q320r2c1
written on the box

Q320r3c1

Q320r4c1

Q320r5c1

Q330

Q335r1

Q335r2

1 gel nail polish

2

2

2

1 Nail Polish

2

2

3

2

2

2

3

2

2

3

3

3

2

1 Other Gelish products

1 NAILPOLISH

2

2

THEIR A NAIL COMPANY

1 Gelish polishes SALLY HANSEN

1 Gelish Polish Gelish Polygel

2

2

3

3

2

2

3

2

3

1

2

3

1

3

gelish at home gel kit with the le d light

1 gel top coat gel foundation

3

3

2

2

2

2

2

2

3

2

2

3

2

3

3

looks like soming the brad will carrir

2

2

2

2

ething they would do

has a line of nail polish

good product
s sleek and modern like this company.

products

many affiliated with beauty products

bought products from this company before

3
2
2
2
2
3
3
2
2
2
2
1 nail polish dip powder
1 Gel Polish
2
2
3
3
2
1 OPI Loreal
2
3
2
3
2
2
2
2
2
3
2
1 Gelish nail polish
3
2
1
3
2
2
2
2
2
2
2
2
3
2
2
2
1
2
1 Nail Polish Ulta
2
2
3
1 gel polish sns polish
3
2
2
3
2
2

o a product they have in terms of marketing. color

akes a lot of nail products

Is a trusted, rep High-end beauty brand that is still accessible and

do it yourself do it yourself
type of product

they would make

be their packaging
They carry gel p Also carry gel polishes

fit the sally hansen brand

2
2
2
2
3
1 Curing lamps
2
3
2
2
3
2
2
2
1 sally hansen gel
2
3
2
2
3
2
3
2
2
2
3
2
2
3
3
3
2
2
2
2
2
2
1
3
2
2
3
2
2
3

cts

ckaging

2
2
2
3
2
3
2
2
3
3
2
3
2
3
1 nail treatment nail polish
3
2
3
3
2
2
2
2
3

Q340r3c1

0

[illegible]

[illegible]

nail care kit

0 The image The image The image

ake the dip powder polish
lons and it doesn't look like this.

any nail brands

2
2
1 Trugel
2
2
2
3
2
2
2
2
2
2
2
2
1 sally hansen
2
2
2
2
2
2
2
2
1 IBD Just Gel is closest
2
2
2
2
2
1 Madam Glam PolyGel
2
2
2
2
2
2
2
1 Saviland polygel
2
2
2
2
2
2
2
2
2
2
2
1 IBD gelpolish
2
2
2
2
2
2
2

2
2
2
2
2
2
1 Gelish on amazon.com
2
3
2
2
2
2
2
2
2
1 Get Gelish Polygel on ebay and groupon
2
2
2
2
2
1 Chinese copies of Gelish polish
2
2
2
2
2
2
2
2
2
2
2
2
1 Dental products
2
2
2
2
2
1 Polygel nail kits
2
2
3
2
2
2
2
2
2
1 Gelish knockoffs are all over the place
2
2
2
2
2
2
2
2
1 Saviland makes the same
3
2
2
2
2
2
2

2
3
2
2
2
2
1 Polishes
2
2
2
2
2
2
2
2
2
2
3
2
2
2
2
3
2
2
2
2
2
1 makartt
3

noanswerQ360_r6

O O

[illegible]

[illegible]

[illegible]

APPENDIX E

